



# AIB Newsletter

VOL. 7, No. 1 FIRST QUARTER 2001

## AIB GOES DOWN UNDER IN 2001

The AIB 2001 annual meeting will be held in wonderful Sydney, Australia from November 16-19. This is the first time our annual meeting will be held in Australia. The Australian Graduate School of Management has graciously agreed to host the meeting.

Chairing the 2001 meeting is Bernard Yeung. Bernard is currently Abraham Krasnoff Professor of Global Business and Professor of Economics at the Stern School of Business, New York University and Area Research Director at the William Davidson Institute at the University of Michigan Business School.



**AIB 2001 Program Chair**  
Bernard Yeung  
New York University and  
University of Michigan

### Australia's leading business school

The AGSM is a business school of both the University of Sydney and the University of New South Wales. It is located in Sydney and operates branch campuses in Perth and Hong Kong. The school offers a full-time Masters of Business Administration (MBA), a part-time executive MBA (EMBA), plus an extensive array of executive education programs.

The AGSM faculty is renowned for its research and teaching excellence. All AGSM faculty have international experience and most have extensive consulting experience. In the past year, their research has appeared in journals such as Organization Science, Operations Research, Journal of Applied Psychology, Strategic Management

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Sydney 2001  
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*AIB Newsletter* is published quarterly by the Academy of International Business Secretariat. For information, please contact: James R. Wills, Jr., AIB Exec. Secretary or Laurel King, Managing Director, 2404 Maile Way, University of Hawai'i, CBA C-306, Honolulu, Hawai'i 96822 U.S.A. Tel: (808) 956-3665 • Fax: (808) 956-3261 E-mail: aib@cba.hawaii.edu www.aibworld.net

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Academy of International Business

ISSN: 1520-6262

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# Letter from the President

Dear Colleagues:

It is with a great sense of pleasure and honor that I begin my two-year term as President of the AIB. When I walked into Vern Terpstra's office in 1972, I was told that membership in what was then the Association for Education in International Business was an absolute necessity if I was going to continue in Michigan's IB Doctoral program. I have never regretted joining AIB, have gotten a great deal from it, and am pleased to have the chance to give something back to our Academy.

The AIB has changed dramatically over the years; in the early 1970s we had about 400 members, virtually all Americans. We are now comprised of over 2600 members in 64 different countries. In those early years international business was "the new, new thing," at least for most Americans, and multinational firms and broad-scale direct investment were new for everyone. In most American universities (where AIB had its roots) international business was a very marginal concern. It was not accepted as a legitimate field of study and few academics in the disciplines thought about how their writing and teaching were affected by geographic, social, political and cultural borders.

The founders of AIB fought an uphill battle to get IB, and as important, the international implications of the fundamental business disciplines, integrated into the curriculum. *JIBS* was founded as an outlet for international scholarship that was not being published by the mainstream discipline-based journals. Well into the 1980s, AIB was a refuge for academics who were interested in things international; a place where one could find common interests and a deep-seated belief in the need to "internationalize" business education and research.

For its first quarter-century, fighting the "good fight" and the difficulty of finding others



AIB President  
Stephen J. Kobrin

who were internationally minded held AIB together. It provided an *esprit de corps*, a real sense of mission and purpose for our organization and its members.

The world about us has changed dramatically. Most of our colleagues realize that business is international and that considering marketing, finance or operations in only one country is like shining a pen-light on a small part of a picture. The mainstream academic organizations are incorporating international sessions into their meetings and the mainstream journals are publishing international articles. It is hard to get away from discussions of globalization – or demonstrations against it – regardless of how hard one tries. The world, and our academic reflections of it, have become inherently international.

AIB and our members, individually and collectively, played a major role in the internationalization of busi-

ness education. We should be proud of the distance we have traveled and what we have accomplished. However, there is always a danger that you will get what you wish for. To some extent, we are now left with a feeling that we have accomplished what we have set out to do. While I believe that AIB is in very solid shape – attendance at the Phoenix meeting set a record – we all feel sense of "mission slip," both for our organization and its journal. What is the role of an international organization in a world that is increasingly international?

The answer is important. There is an old saying that when you see a dog dance you are so impressed with what it is doing that you are not concerned about the quality of the performance. Well, I would like to suggest that AIB has a major role in directing attention to the quality of the performance. There are all sorts of challenges facing us, among them:

✓ **Keeping focused.** While dot coms have become dot bombs, there is still a tendency at many of our schools to think about internationalization as "last year's thing." To focus on technology, entrepreneurship or whatever at the expense of international. However, globalization is irreversible; it is here to stay and will entail major systemic change in the organization of economics and politics. We, both individually and collectively, need to make sure our schools, our colleagues and most important, our students stay focused on the international implications of whatever they are doing.

✓ **Deep integration.** Globalization is blurring, if not eliminating, the line between the domestic and international; it is linking societies, cultures and people directly. AIB is uniquely positioned to "walk the walk" in this regard as it is comprised of organizations and members in a large number of countries and is one of the few academic organizations that aspires to be truly international. We can do a lot more to extend our membership as broadly as possible and to make sure that all of our members are involved in the Academy. Our 2001 annual meeting in Sydney will help with that task. Furthermore, Danny Van Den Bulcke, our Vice President for Administration, is leading a major effort

to extend AIB's organizational reach into many new countries.

✓ **Interdisciplinary reach.** AIB should reach out to other academic organizations that are internationally oriented. Globalization and multinational enterprises are on everyone's agenda at this point and our research and teaching would benefit greatly from learning about others' viewpoints and ideas. Our 2002 meeting in San Juan might provide an excellent opportunity to get scholars from other disciplines involved, especially as its theme is "Geographies and International Business." Lorraine Eden has already invited academics from the International Studies Association to join us in Puerto Rico and I am sure there are other groups with whom we overlap intellectually who would be interested.

“ \_\_\_\_\_  
Most of our colleagues realize that business is international and that considering marketing, finance or operations in only one country is like shining a pen-light on a small part of a picture.  
\_\_\_\_\_ ”

✓ **Path-breaking international research and teaching.** No one ever said that solid international research and teaching were easy. AIB and *JIBS* could have a major role in developing new research methodologies and approaches and new modes of interdisciplinary and international cooperation in teaching as well as scholarship. This is the theme of the 2001 AIB meeting in Sydney organized by Bernie Yeung and I look forward to seeing everyone there.

These are just some ideas among many, many possibilities. Where we are going is as, if not more, exciting than where we have been. The first meeting of AIB's new Executive Board will take place in Philadelphia (a mere coincidence) in May and we will take that opportunity to set an agenda for what we would like to accomplish in what will be a very short two years. Please get in touch with any or all of us with any thoughts that you might have in this regard. I speak for the entire Executive Board in saying that we look forward to serving our membership and our Academy during our term in office.

Best regards,



Steve



## Members on the Move

**RAJ AGGARWAL**, Firestone Chair in Finance at the Graduate School of Business at Kent State University, has won the international Larosiere award for his essay, "The Tragic Nature of the Asian Economic Crises: The Role of Positive Feedback Cycles in Global Finance" at a ceremony held at President Vaclav Havel's home, the historic Prague Castle in the Czech Republic. The Larosiere award, sponsored by the Institute of International Finance, is to honor Mr. Jacques de Larosiere, the former Managing Director of the International Monetary Fund, Governor of the Banque de France, and President of the European Bank for Reconstruction and Development. The dinner awards ceremony held in the baroque Spanish ballroom on September 23, 2000, was in conjunction with the 2000 annual meetings of the World Bank and International Monetary Fund, and attended by heads of many of the world's major investment and commercial banks, finance ministers, and senior European Central Bank, World Bank, and IMF officials. In presenting the award, Toyoo Gyohten, the former Japanese finance minister and the head of the awards jury, read out for the assembled guests Raj's background a short summary of his essay. For more information, please visit his web site at [www.business.kent.edu/dean/firestone/index.asp](http://www.business.kent.edu/dean/firestone/index.asp).

**T.S. CHAN** was nominated and elected as the next Chair of the AIB Southeast Asia Region starting January 2001. Professor Chan is a founder of the Southeast Asia Region Chapter and has been assisting the Chapter to develop throughout the 80s. He is now the Associate Vice President and Professor of Marketing at Lingnan University in Hong Kong.

**HARRY G. HARRIS**, Visiting Professor at the University of California, Davis, traveled to Korea and Japan in November 2000 for management development and consultancy projects in the private sector. He also participated in a colloquium on strategic management organized by the Institute for International Economic Studies (IIES) in Tokyo. In February 2001, Harry traveled to Bangkok on a lecture program organized by the State Department. His presentations focused on current world trade policies and globalization issues.

**MICHAEL S. MINOR**, Professor of Marketing and International Business at the University of Texas-Pan American, has moved from department chair to Director of the Ph.D. Program in international business.

**MASATAKA OTA**, will be moving back to Waseda University in late March 2001 after two years at MIT's Sloan School as visiting scholar on sabbatical leave.

**JERYL WHITELOCK**, Professor of International Marketing at the University of Salford, UK has been elected a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA). The RSA was founded in the UK in 1754 by William Shipley to "embolden enterprise, enlarge science, refine art, improve our manufactures and extend our commerce." Past Fellows include Benjamin Franklin, Adam Smith, Josiah Wedgwood, Michael Faraday, Joshua Reynolds and Charles Dickens. Today's Fellows come from all walks of life but have in common a record of achievement and an ability to make a difference.



## JUST OFF THE PRESS

**KIP BECKER**, Boston University, has edited *Culture and International Business* (The Haworth Press, Inc. 2000; ISBN 0-7890-0969-2; 160pp). A genuinely multinational effort, the seven chapters of the book were written by authors representing five nations on three continents. For a complete list of contents, please visit the Haworth web site at [www.HaworthPress.com](http://www.HaworthPress.com). This book is designed to help you understand a wide range of issues from several geographic areas that affect everyone doing business in the new global economy. To order, please visit [www.haworthpressinc.com](http://www.haworthpressinc.com), (tel) 607-722-5857 ext.321 or email [mtatich@haworthpressinc.com](mailto:mtatich@haworthpressinc.com)

**PETER GEIB**, Moorhead State University, Minnesota, and **LUCIE PFAFF**, College of Mount Saint Vincent, New York, have edited *Strategic Management in Central and Eastern Europe* (The Haworth Press, Inc. 2000; ISBN 0-7890-0994-3, 89pp). The book examines the problems and opportunities for strategic management within the context of transition economies of the Czech Republic, Poland, Hungary, and the former East Germany. The book focuses on the strategic perspective of American companies and international firms considering Central European markets, but the analysis has applications for firms originating in that area as well. To order, please visit [www.haworthpressinc.com](http://www.haworthpressinc.com), or call 607-722-5857 ext.321 or email [mtatich@haworthpressinc.com](mailto:mtatich@haworthpressinc.com)

**USHA C.V. HALEY**, University of Tennessee, Knoxville, has just published a book, *Multinational Corporations in Political Environments: Ethics, Values and Strategies* (World Scientific Publishing; ISBN 9810244274). The book advances and tests a theory of why foreign corporations leave host states. It proposes a theory of how different stakeholders' values and ethics shape multinationals' strategic leaving behaviors, and it

explores implications for recent stakeholders' attempts at influencing multinationals and governments, such as Nike in Asia and Myanmar's government, through sanctions, resolutions, and boycotts.

**MASOUD KAVOOSI**, Howard University, has recently published *The Globalization of Business and the Middle East - Opportunities and Constraints* (Greenwood Publishing, 2000; ISBN 1-56720-203-9). The book examines the development of the region's business environment and the conditions that uniquely impact its growth. The book offers a unique perspective on select topics such as regional integration among Arab states on the Persian Gulf or within the Economic Cooperation Organization surrounding the Caspian Sea. It includes a look at Islamic management, human resource, banking, marketing, and advertising practices. Designed for scholars of international business, this book will also appeal to practitioners seeking a better understanding of this incredibly vital area of world business. To order, please contact the publisher at Tel: (203) 226-3571 (Fax) (203) 222-1502, [www.greenwood.com](http://www.greenwood.com)

**MICHEL M. KOSTECKI**, Université de Neuchâtel in Switzerland, is the author of the recently published *International Marketing and the Trading System, Geneva, International Trade Centre* (UNCTAD/WTO; ISBN 92-9137-15-2, xvi- 219 pages). This is one of the first books dealing with the marketing implications of the World Trade Organization (WTO) and several other international arrangements for trade. The unique feature of the volume is its focus on the managerial response to the regulatory challenge in global markets. A reference book, it offers full coverage of both marketing principles and key managerial decisions facing enterprises in the international regulatory environment. The study is based on 100 in-depth interviews with managers in developing and transition economies and a series of 18 case studies commissioned within a WTO/World Bank project. To order, visit the ITC's web site at [www.itc.org](http://www.itc.org)

**MICHAEL S. MINOR**, Professor Marketing and International Business at the University of Texas-Pan American, has just published *Consumer Behavior: A Framework* (Prentice Hall, 2001; ISBN 0-13-016972-2) with coauthor **JOHN C. MOWEN** of Oklahoma State University.

**ASEEM PRAKASH**, The George Washington University, announces his book, *Greening the Firm* (Cambridge University Press, ISBN 0-521-66487x paperback). This book examines why firms selectively adopt "beyond-compliance" environmental policies, the ones that are more stringent than the requirements of extant laws. It employs a new-institutionalist perspective and also draws insights from sociological institutional theory and stakeholder theory. It argues that existing explanations, especially neoclassical economic theory, based on factors external to firms are under-specified. Consequently, a focus on internal dynamics is also required. "Beyond-compliance" policies are adopted, if at all, due to two types of intra-firm processes: power-based and leadership-

based. This book focuses on ten cases in two multinational firms: Baxter International Inc. and Eli Lilly and Company. Data was collected by interviewing numerous managers, attending environmental policy-making meetings, and examining internal documents. Consequently, this book is one of the select few that actually examine the internal working of firms on environmental issues in a theoretically rigorous way. It makes significant conceptual contributions to a broader set of literature often subsumed under the "theory of firm." Its findings and conclusions are generalizable across firms and issue areas.

**RAJIB SANYAL**, School of Business at The College of New Jersey, has just published a textbook, *International Management: A Strategic Perspective* (Prentice Hall, ISBN 0-201-47153-1).

**KIM SJOSTROM**, Finland, has compiled a much-needed collection about contemporary research in logistical packaging, *Packaging Logistics Review* (Edita Helsinki & Econpap, 2000; ISBN 951-98556-0-2, 106pp). Packaging logistics knows no national or cultural borders - the field is inherently international, and has a widely global composition of authors. To purchase copies, please contact the distributor, Econpap, at Anjas 3 A 33, 02230 Espoo, Finland, email: [econpap@yahoo.com](mailto:econpap@yahoo.com)

**PAZ ESTRELLA TOLENTINO**, University of London, is proud to announce the publication of *Multinational Corporations: Emergence and Evolution*, (London and New York: Routledge, 2000. Foreword by John Cantwell; ISBN: 0-415-14575-9, 471pp). The book extends current macroeconomic theories of international production by examining the emergence and evolution of multinational corporations based in eleven developed and developing countries of widely divergent patterns of national development. In advancing a conceptual framework to analyze the process of emergence and evolution of multinational corporations over the course of more than two centuries, the book also promotes the advancement of current knowledge of an important aspect of international business history.

## *In Sympathy*

We express our condolences on the passing of:

**DR. BRIJ NINO KUMAR**, Friedrich-Alexander-Universitat Erlangen-Nurnberg at Betriebswirtschaftliches Institut  
(June 2000)

**DR. JEFFREY BRACKER**, Brown and Williamson Professor of Entrepreneurship and chair of the Management Department of the University of Louisville  
(October 2000)

Both have been faithful AIB members for over 15 years. We extend our sympathies to their loved ones. They will be greatly missed by their colleagues in the AIB.

# NEW MEMBERS

*Members joining  
from December 19, 2000 to Feb 27, 2001*

Sonja Ahtiainen	Annette R. Kildunne
William Andrews	Michelle Lafferty
Marca M. Bear	McGuinness
Sandra S. Beattie	Michel Laroche
Annette J. Begley	Mei-hui Lee
Patrick Brennan	Paul Lennon
Gary Burke	Lei Li
Jagdeep S. Chhokar	Garry D. Martin
Kisung Chung	Henrik Mathiesen
Cheng Chuyang	Thomas T. Mc Callion
Boisin Clifford	Karen MC Cormick
Denise M. Cobian-Quinones	Margaret McDaid
Thomas J Condren	Marie Mooney
Paul Anthony Coyle	Lucia Moran
Marting Crawford	Tracy L. Morse
Liam Curran	Thomas Mueller
Tom S. Dewitt	Jennifer Nevins
Noelle Douglas	Damian D. Nicell
Siobhan S. Downey	Bea K.L. Nolan-Teerlinck
Miles B. Drenth	Scott Norwood
Scott J. Dubin	Declan G. O'Hare
Michael Enright	Saul D. Oliveros
Jennifer Foo	Steven Paulson
Michael Gallagher	John Power
Sharon Gill	Norberto C. Rodriguez
Michael Gillespie	Dale H. Shao
Shane F. Glackin	Howard J. Shatz
Yaping Gong	Amitabh Singh
Simon C. Gray	Minna Soderqvist
Edel Griffin	Suh Taewon
Birgitte Groggaard	Hideki Takei
Warren E. Harris	Masato Tsukiji
Jonathan Henderson	Mary Anne Watson
Charles Hill	Allison D. Watts
George Hsu	Yolanda Wilcox
Tara T. Hutton	Haw-Jan Wu
Kene Jay	Yang N.A. Xia
Peter A. Kaufman	Ye Zhen
John F. Keogh	

## SOUTHEAST ASIA

### ANNUAL MEETING

**July 4-6, 2001**

**Kempinski Hotel, Jakarta, Indonesia**

The University of Wollongong, Australia and the University of Indonesia offer an invitation to you to join us at the 2001 Conference of AIBSEAR: "Business Alliance for Knowledge and Development: Inter-firm, inter-sectoral and cross-cultural challenges in the Asia-Pacific." This is the first time that the Conference of the AIBSEAR has been held in Indonesia. The conference aims to bring together academic researchers, business entrepreneurs, researchers, policy makers, management practitioners, and consultants. We hope to attract a wide range of participants from around our region and the globe. The theme of the conference has been carefully chosen to encompass a range of issues that are very relevant to inter-firm, inter-sectoral and international knowledge-based alliances.

The Kempinski Hotel forms the ideal venue for the conference. Located in the heart of the Jakarta business district, all rooms and apartments have a spectacular view over the city. There are also many other quality hotels in close proximity.

For more information, please contact Eka Yoshida, University of Wollongong (uowjkt@cbn.net.id); Assoc. Prof. Tim Turpin, University of Wollongong (tturpin@uow.edu.au); or Mr. Matt Ngui, University of Wollongong (mngui@uow.edu.au).

## SOUTHEAST USA

### CHAPTER CONFERENCE

**November 6-11, 2001**

**New Orleans, Louisiana**

The 2001 annual meeting of the AIB-SE, will be held in New Orleans, LA as part of the Allied Southern Business Association on November 6-11, 2001. You are invited to submit papers and/or panel proposals that deal with any international business topic. A Proceedings issue is published with the accepted paper submissions. Three (3) copies of the full paper, or at least a detailed abstract of not less than six (6) pages, must be received no later than **June 9, 2001**.

All submissions, as well as notifications of interest in serving as chairs or discussants, should be sent directly to the Chair.

Dr. Robert D. Goddard

Chair, AIB-SE Chapter

Department of Management

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For more information about the activities of the Southeast chapter, please visit the Southeast Chapter web site at <http://www.unf.edu/coba/intlbus/aib-se/default.htm>

# Insights

2001

## **AIB *Insights* Calling All Authors!**

Announcing an exciting new newsletter section  
- AIB *Insights*.

*Insights* will be an insert to the AIB Newsletter. Its objective is captured in the name *Insights* - articles will be insightful pieces dealing with research, teaching, and administrative topics of interest to members around the world. Articles will not replace submissions to the Newsletter or to JIBS - rather, articles will aim to provide insights that newsletter items and journal papers do not encompass. *Insights* will be edited by Betty Jane (BJ) Punnett, assisted by an Advisory Board consisting of Jagdeep Chhokar, Terry Jackson, David Ricks, and Paul Simmonds. BJ, together with the Advisory Board and Laurel King, will identify topics for *Insights* and will seek submissions and contributions over the coming months. Please contact BJ ([Eureka@caribsurf.com](mailto:Eureka@caribsurf.com)) or any member of the Advisory Board with suggestions for topics and contributors. Watch this space and AIB-L for updates and Calls for Submissions.

Journal, Management Science, Journal of the American Statistical Association, Journal of Marketing, Academy of Management Review, and Organizational Behaviour and Human Decision Processes

The AGSM values its strong and varied links with business and the significant contribution industry makes to the overall direction of the school. Students benefit from the AGSM's relationships through the school's Advisory Council, comprised of 50 business and opinion leaders. This relationship is further strengthened by the AGSM's more than 100 executive programs, its venture capital incubator operations, and extensive research outreach programs.

Like Australia itself, the AGSM is multicultural. Fifty-one percent of the School's MBA graduates are from the Asia Pacific region, 19 percent from Europe and 6 percent from North America. In July 2000, the AGSM opened its MBA Program office in Hong Kong, offering face-to-face teaching of its EMBA course and executive programs. The office is a central management centre for the school's operations throughout Asia. In 1999, the magazine Asia Inc rated the school number one in faculty reputation, research, executive programs, and MBA programs, earning it an overall rating as second among Asian business schools.

### Visiting Sydney in 2001

Participants in the AIB conference in Sydney are encouraged to take advantage of their trip and make time to experience some of Sydney's and Australia's attractions. Apart from Sydney, visitors can easily visit two of the Natural Wonders of the World – the Great Barrier Reef and Uluru (Ayers Rock) – go through the Hunter Valley Wine Country and experience some of the ancient Aboriginal culture.

Sydney is one of the world's greatest cities. Beautifully situated on the deepest natural harbour in the world, there are few more spectacular settings elsewhere on the globe. Sydney Harbour is the hub of the city. Everyday it is crisscrossed with ferries that give way to ocean liners and commercial vessels. On weekends, the waters of Port Jackson host a vast number of sailing craft with bright spinners racing for line honours or just out for a day's sailing.

Sydney's multi-culturalism is reflected in the extensive variety of cultural, entertainment and culinary experiences available to visitors. You can experience everything from the best Asian, Middle Eastern, Mediterranean, and European cuisine, as well as the traditional Australian steak and some of the world's best seafood. And all this is priced to suit any budget.

Aerial view of Sydney



Sydney is also the home of internationally recognised performance companies such as the Australian Opera, the Sydney Symphony Orchestra, the Bell Shakespeare Company, the Bangarra Dance Company and the Sydney Theatre Company, as well as many other nationally acclaimed theatre companies and performers.

The best way to see Sydney is on foot or from the water on a ferry. Take advantage of Sydney's natural heritage and walk through some of the preserved bushland of the Sydney Harbour National Park around Bradley's Head or Watsons Bay. Or take in the views of the Pacific Ocean from the walkway between Coogee Beach and Bondi Beach. Walk through the Rocks and Millers Point, the oldest part of Sydney, and cool off at the Hero of Waterloo or the Lord Nelson Brewery Hotels, two of Sydney's oldest pubs. Go swimming at one of the many beaches around Sydney or walk across the Harbour Bridge (known locally as "The Coat Hanger"). Children will love Taronga Zoo (one of the world's best), the Aquarium (where sharks and stingrays swim around you) and Darling Harbour.

Sydney is the international gateway to Australia and, as such, is linked by daily flights to every other capital city and many regional destinations. Visitors should consider a visit to the world heritage listed areas of Uluru (Ayers Rock), the Great Barrier Reef (the world's largest living organism) and Kakadu National Park.

The Uluru-Kata Tjuta National Park is owned and operated by the Anangu people of Central Australia and is one of the great wonders of the world. The park covers 1,325 hectares and has been listed twice in World



Uluru (Ayers Rock), the world's largest monolith is made of sandstone and is 345 m/1132 ft high, 3.6 km/2.2 mi long, and 2 km/1.2 mi wide.

Heritage for its natural as well as cultural significance. There are daily, direct flights to Uluru from Sydney.

Average temperatures in Sydney in November are between 16°C (60°F) and 24°C (76°F). November is late spring and temperatures during the day are warm, with evenings being cool and balmy. Sydney will be on Daylight Saving time in November, so participants can experience longer, light evenings.

Plan your trip by visiting the AGSM AIB Conference web site at [www.aib.agsm.edu.au](http://www.aib.agsm.edu.au).

*Please visit our web site at [www.aibworld.net](http://www.aibworld.net) to download the meeting brochure and find the most up-to-date information on the AIB 2001 Conference in Sydney. Just click on "2001 Sydney" under "Events."*

## 2001 Doctoral Travel Stipends

The Executive Board is pleased to announce the availability of a limited number of stipends of US\$500 each to enable doctoral student members to attend the Sydney, Australia conference.

These stipends are available for full-time Ph.D. students who plan to attend the Doctoral Consortium and/or have a paper accepted for presentation at the AIB 2001 Annual Meeting in Sydney, Australia.

Recipients of the stipends will be expected to assist the conference organizers for about ten hours during the conference.

To apply, send the following items to the address below to arrive by **July 1, 2001**:

1. copy of your doctoral consortium and/or paper acceptance letter
2. letter of recommendation from your advisor
3. letter of application stating your need for financial support
4. copy of your resume

Academy of International Business  
2001 Travel Stipends  
University of Hawaii at Manoa, CBA, C-306  
2404 Maile Way  
Honolulu, HI 96822-2223 USA

## WOMEN IN THE AIB (WAIB) FIRST (ANNUAL?) MEETING AND RECEPTION

Many national and international organizations have women's networks or caucuses as part of their annual convention meetings. Some women's groups meet primarily for networking (e.g., the Canadian Women Economists Network (<http://www.yorku.ca/cwen/>)). Others focus on gender issues in their respective professions (e.g., the Women's Caucus for International Studies (<http://csf.colorado.edu/isa/wcis/>) and Gender Issues in Accounting (<http://www.campbell.berry.edu/faculty/rnehmer/gender/gender.html>)). Still others focus on gender-related research (e.g., Gender and Diversity in Organizations (<http://www.aom.pace.edu/gdo/>)). Perhaps the longest running, best-financed group is the Committee on the Status of Women in the Economics Profession (<http://www.cswep.org>), which does all three. The Academy of International Business does not have a women's networking group; although, at the AIB 2000 Phoenix meetings, 19 percent of the registered participants were women. The AIB Executive has therefore decided to hold a wine & cheese reception for women faculty and graduate students attending the AIB 2001 Sydney meetings. This reception will be sponsored by the Department of Management at Texas A&M University on Saturday, November 17, from 6:30 to 7:30 p.m., location TBA. Perhaps out of this initial reception may emerge a women's networking group that meets yearly at the AIB meetings? We'll see. Please block out the date and time on your calendar and plan to attend the first WAIB reception! For more information, please contact Lorraine Eden at [leden@tamu.edu](mailto:leden@tamu.edu).

# Discover the "Pearl of the Caribbean"

## AIB 2002 in San Juan, Puerto Rico

Explore the rich treasure of Puerto Rico during the 2002 AIB Annual Meeting. Hosted by the University of Puerto Rico, next year's meeting will be the first one ever held during the summer. The meeting will be held from June 29 to July 1, 2002, in Puerto Rico's capital city of San Juan.

Puerto Rico is a tropical island situated between the Caribbean Sea and the North Atlantic Ocean, east of the Dominican Republic. Called the "Pearl of the Caribbean" by locals, Puerto Rico emulates paradise with its exotic hideaways, unblemished beaches, lush mountains, and other natural wonders. The island's terrain varies from palm-lined beaches on four coastlines to rugged mountain ranges, softly rolling hills, and desert-like areas. The island is full of wonderful surprises and a rich past, which has shaped a unique people and way of life.

### History

The island was first named *Borinquen*, a Taino Indian word still used today by indigenous Puerto Ricans. The island was inhabited by several different Indian tribes before Christopher Columbus' visit on his second voyage in 1493. Columbus renamed it after the Catholic saint San Juan, but the island's name later changed again to Puerto Rico.

Explorer Juan Ponce de León, who sought the Fountain of Youth, was the first governor of the island in 1508. Caparra, inland and across the bay, was the first choice for a capital when de Leon first explored the island. That settlement was abandoned and moved to what is now Old San Juan. Called "*La Ciudad Amurallada*," San Juan was founded in 1521. It is the second-old-

est city in the Americas.

Puerto Rico has a rich Spanish heritage that fascinates visitors. Following the Spanish-American War in 1898, Spain ceded the island to the United States. Puerto Ricans became U.S. citizens in 1917. Today, there is a harmonious mingling of Spanish and American cultures.

Historical Old San Juan offers a distinctive blend of old and new that result in Puerto Rico's diverse culinary options. Puerto Rican cooking contains a unique blend of Spanish, African, Taíno, and American influences, using such indigenous seasonings and ingredients as coriander, papaya, cacao, nispero, apio, plantains, and yampee. Locals call their cuisine "*cocina criolla*."

The United Nations has designated six monuments in Old San Juan as world-class historic sites. San Juan itself offers the dynamic activity of a modern metropolis. It is the largest home-based cruise port in the world, with 28 vessels calling it their homeport. Each year new cruise ships either originate or call at the port. San Juan also offers grand beaches for sunning and clear waters for any type of water sports. Puerto Rico boasts 272 miles of

coastline in all, with swaying palm trees dotting the white sand.

Puerto Rico's total land area is about 9,104 square kilometers, making it about 110 by 35 miles in length. Home to about 3.7 million people, Puerto Rico has 78 municipalities, one of which is its capital, San Juan.

Busy San Juan is full of sightseeing attractions, delicious restaurants, electrifying nightlife, and glittering casinos. It is also the location of the conference locale, the Caribe Hilton Hotel.

### The Caribe Hilton Hotel

The Hilton has been in Puerto Rico for over 50 years, serving as Hilton International's flagship hotel.

This hotel contains an artificial beach, which is also the only private beach on Puerto Rico. Puerto Rico's ideal weather is warm and sunny year-round. During the summer, the temperatures average about 29°C (85°F). In winter months, the temperatures hover in the mid-20°C (low 70's to low 80's F).

The Hilton just completed its largest renovations ever last year, in time for the new millennium. This



photo courtesy of Puerto Rico Convention Bureau



newly renovated oceanfront resort is ideally located on 17 tropical acres between Condado and Old San Juan, which is seven miles from the airport. Guests can take pleasure in the isolation of a destination resort as well as the excitement of a sophisticated city-center hotel. The hotel has 688 guestrooms, which feature breathtaking views of the ocean and tropical gardens from a private balcony or terrace. Guests may enjoy a beachfront swimming pool complex with swim-up bar, secluded beach with shallow areas, exercise room, tennis, superb restaurants and lounges, and live music daily. A 20,000 square foot new world-class Spa offers the ultimate in services and fitness facilities.

By 2003, the hotel will offer a 150,000 square foot destination entertainment retail complex with international and national restaurants, theaters and shopping. There is a lagoon-front boardwalk/promenade from the Condado Bridge to Fort San Gerónimo with water taxi transportation. A new parking garage features about 1,400 additional parking spaces.

There is over 65,000 square feet of meeting and function space that will serve local, hotel-based visitors' convention center-based meetings and local functions. This includes 28 meeting rooms and the largest hotel exhibition area -- 18,000 square feet -- in Puerto Rico. The New Business Center has 14 state-of-the-art boardrooms.

### **The University of Puerto Rico**

The host school for the 2002 meeting is the University of Puerto

Rico. It is a state-funded, public, co-educational Hispanic higher education system. The university was founded in 1903, shortly after Puerto Rico officially became a part of the U.S. It is the largest higher education institution in the Caribbean, with one-third of Puerto Rico's total post-secondary enrollment.

The system enrolls over 57,000 students, with more than 4,000 faculty members and 7,000 administrative staff. To do so, UPR enlists the help of the Central Administration, three campuses, two university colleges, six regional colleges, and other units.

The UPR system enrolls one of every 26 Hispanics in U.S. higher education -- specifically 6.1 percent in 1991-1992, the latest year national data were available.

The Central Administration of UPR is committed to the development of international business education. In 1997, they created a Hemispheric Trade Institute to promote international trade and research.

The University of Puerto Rico Piedras campus is UPR's main institutional unit, with 36 percent of its total enrollment. It is also Puerto Rico's oldest and largest university campus. It remains the most competitive Puerto Rican university due to its high admission standards -- UPR-RP accepts less than a third of its applicants.

UPR-RP is a Doctorate-Granting University Level II (Carnegie criteria) and has been fully accredited by the Middle States Association of Colleges and Universities since 1946. Also, several UPR-RP colleges and academic programs hold corresponding accreditations, recognition and/or certifications as applicable in their respective fields and degrees.

UPR-RP is located in San Juan. It is recognized as a leading and most comprehensive university in the Caribbean and one of the best in Latin America.

UPR-RP's mission places emphasis in excellence, both at the graduate

and undergraduate levels. It underscores its commitment to teaching, research and service to the community, as well as to the provision of an integral education to its students.

The College of Business Administration is the second-largest UPR-RP college in terms of enrollment, with 4,068 undergraduates and 329 graduate students. CBA is also the leader in undergraduate degrees conferred. CBA accounts for one of every four degrees awarded at the UPR-RP and enrolls 18 percent of its students. Over the past five years, the CBA has conferred close to 3,500 degrees, which contributes a significant share of Puerto Rico's business and financial leadership. The student body is made up of mostly Puerto Rican students. However, the number of international students, mainly from Latin America and the Caribbean, have increased in recent years.

The CBA is accountable for over 16 percent of all undergraduate degrees in business administration conferred annually in Puerto Rico, even with only 7 percent of all such business students in the island. In 1995, the School of Business added the International Business Educational Center to its group of educational and research centers.

Nearly 175 professors teach at the CBA, with more than half with doctoral credentials from well-known universities. There is an extra benefit of the academic contributions of some of Puerto Rico's best business practitioners, either as lecturers or part-time professors.

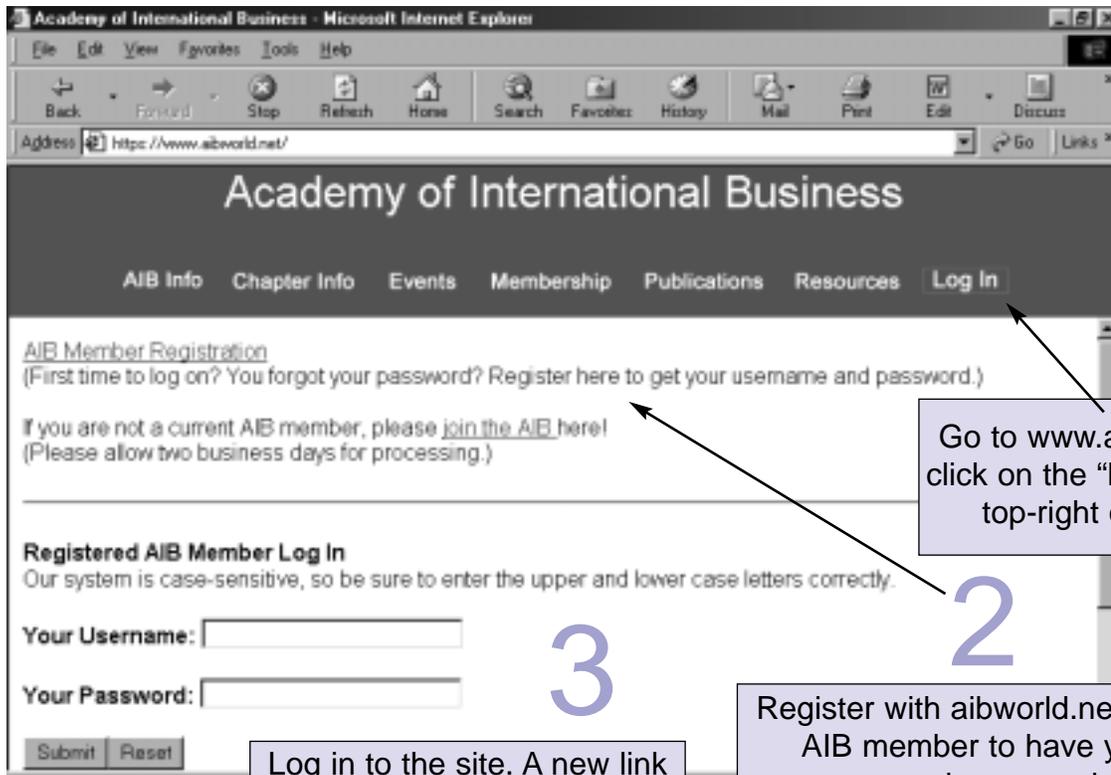
Hosted by the UPR and located in Puerto Rico during the summer, next year's AIB meeting promises to be a pleasant treat. Come visit this tropical treasure trove during the 2002 AIB Meeting and discover the pearl of the Caribbean. *Puerto Rico lo hace mejor!* (Puerto Rico does it better!)

*-Article by June Odessa Yago  
AIB Staff Writer*

# JIBS Is Now Online!

[www.aibworld.net](http://www.aibworld.net) - [www.jibs.net](http://www.jibs.net)

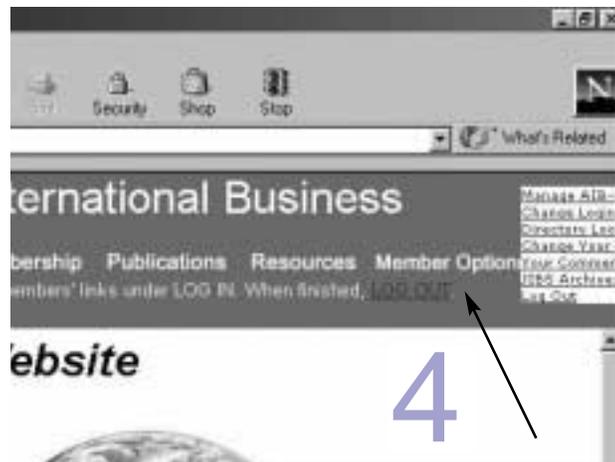
JIBS article archives are now available online to all AIB members through the [www.aibworld.net](http://www.aibworld.net) web site. To access the articles:



1  
Go to [www.aibworld.net](http://www.aibworld.net) and click on the "login" link on the top-right of the screen

2  
Register with [aibworld.net](http://aibworld.net) as an AIB member to have your username and password emailed to you.

3  
Log in to the site. A new link called "Member Options" will show up on the top of the screen.



4  
Click on "Member Options" or move your cursor over it to select "JIBS Archives." You will be transferred to the JIBS Web site.

The JIBS web site is a wonderful resource because the paper archive includes all articles published in JIBS over the years and some additional resources like literature reviews and book reviews that have never been published elsewhere.

The JIBS Web Site offers a number of services free to members of the AIB:

- The paper archive of all articles published in JIBS since the first issue in 1970 (approx. 900 articles), in fully searchable and downloadable pdf format.
- Complete texts of all accepted articles not yet published (forthcoming articles)
- Literature review papers on selected topics
- Book reviews

...Continued on next page



JIBS Articles are now available on the World Wide Web at [www.jibs.net](http://www.jibs.net), where users will be greeted with the main screen (left) and also have the option to search through past JIBS articles electronically (below)



The JIBS paper archive is the only complete electronic collection of all articles ever published by JIBS (services such as Proquest lack several years and issues). The paper archive can be used in three different ways:

1. **Browse the archive** so that all articles are listed by year and issue. This is recommended if you know the exact reference of the article.
2. **Simple search** where you can search for author, title, abstract, or year. This is recommended if you are looking for papers with special attributes such as similar author names.
3. **Advanced search** allows you to search for occurrences of words in the text of all the papers in the archive. Queries display all articles containing the searched words. The integration with the search features in Acrobat Reader makes it possible to go further and locate the search words in the articles. The advanced search method is recommended for citation research, analysis of research tendencies, and for identifying articles discussing a specific concept.

An example might clarify the use of the search function: I am looking for an article by Zander where

he discusses the tacitness of knowledge. If I knew the year and issue, the quickest way to access the article is through the **browse archive**. Otherwise I can use the **simple search** where a search on the author name "Zander" shows that Udo Zander has published two articles in JIBS with Bruce Kogut. Finally, I could have used the **advanced search** to search for the word "tacitness." In this case, I would find that the word "tacitness" appears in 13 JIBS articles (including the two articles by Bruce Kogut and Udo Zander). An advanced search on the word "Zander" shows his name appears in 28 JIBS-articles.

Literature reviews and book reviews are two new services that will be expanded. Literature reviews are papers presenting a broad overview of the state of the research and theory within a particular field of international business, while book reviews are summaries and discuss new books that are of interest to a broad audience within the AIB community.

--Article by Torben Pedersen,  
Copenhagen Business School



# MISCELLANEOUS ANNOUNCEMENTS



## Calls for Papers

- **2001 International Conference on "Marketing Cooperation with Latin America"**  
**New Delhi, Aug 12-14, 2001**

The Conference will explore opportunities for JVs, technology transfer & overall trade promotion between India and countries of the region. It will have sessions on countries from the area which will incorporate their profiles, in-depth analysis of economic conditions, scope for joint ventures and collaborations and other subjects of relevance. Interested people can submit abstracts of their papers by April 30, 2001. Please contact Prof. Jagjit Singh, Ph.D. Executive President & Conference Convenor, Institute of Marketing & Management, Marketing Tower, B-11 Qutab Institutional Area, New Delhi 110 016 (tel:) 6520892-96, 6520900 (fax:) 6520897, 6520903 or e-mail: immnd@nda.vsnl.net.in, www.immin-dia.com.

- **29th World Marketing Congress on "Marketing Strategies for Banking, Insurance, & Financial Institutions"**  
**New Delhi, Feb 6-9, 2002**

The Congress will deliberate on marketing strategies for Banking, Insurance, and Financial Institutions. Various sessions at the Congress will focus on characteristics of markets, services being offered, role of IT & HRD in the Sector and so on. Interested persons can submit abstract of their papers by May 30, 2001. Please contact Prof. Jagjit Singh, Ph.D. Executive President & Conference Convenor, Institute of Marketing & Management, Marketing Tower, B-11 Qutab Institutional Area, New Delhi 110 016 (tel:) 6520892-96, 6520900 (fax:) 6520897, 6520903 or e-mail: immnd@nda.vsnl.net.in, www.immin-dia.com.

## Calls for Papers

- **Journal of International and Area Studies**

The Journal of International and Area studies is published biannually by the School of International and Area Studies, Seoul National University, Seoul, Korea. It publishes research papers and articles on area studies, international cooperation and trade negotiation. We welcome the submission of manuscript of those who are interested in relevant areas.

**Qualifications:** Authors are to be the instructors of universities, the researchers of research institutions, or those having other equivalent qualifications.

**Subjects:** International Trade, International Cooperation, Area Studies, or Korean Studies, or other related subjects.

**Length of Manuscripts:** The length of the manuscript of a full article should not exceed 8000-10,000 words: including footnotes, references, appendices, and tables/figures/charts, etc.

**Due date:** Submit one copy of manuscript by **May 10, 2001** in an E-mail as a file attachment or post mail (3.5" disk needs to be accompanied).

**Office Address:** 56-1, Sillim-dong, Gwanak-gu, Seoul Korea, Edition Committee of JIAS, SIAS, Seoul National University, Managing editor Lee Geun (Prof. of SIAS, SNU) Tele: (02) 880-8975, (02) 874-7352 Fax: (02) 901-2549 E-mail: gnlee@sias.snu.ac.kr, jyha@sias.snu.ac.kr

**Others:** Submission of a manuscript is taken to indicate that the paper is not under consideration by other publications and has not been previously published. The submitted manuscript is reviewed by 2 referees before publication. Once submitted, the manuscript will not be returned.

## Newsletter Info

The AIB Newsletter is proud to share the latest news about its members in the **Members on the Move** and **Just Off the Press** sections. E-mail your professional accomplishments, book publications, promotions, and honors, to:

**aib@cba.hawaii.edu**

Or send typed items and photographs via mail to:

**AIB Newsletter**  
**2404 Maile Way, CBA-C306**  
**Honolulu, HI 96822-2223 USA**

**AIB Copy Deadlines** are:

- Quarter 1: February 1
- Quarter 2: May 1
- Quarter 3: August 1
- Quarter 4: November 1

Only items received on or before the first working day after the deadline will be considered for publication. Fax us at **(808) 956-3261** for information regarding our advertising and promotional services.

### Feature Articles for Insights

For consideration in *Insights*, feature articles may be sent at any time to Newsletter Submissions Editor Betty Jane Punnett. Submissions should be a maximum of 2000 words and of general interest to the AIB membership.

Send articles as a Word attachment or as text in the body of the message to:

**eureka@caribsurf.com**

You may also mail articles with a diskette to:

**Betty Jane Punnett**  
**Dept. of Management Studies**  
**The University of the West Indies**  
**Cave Hill, Barbados**  
**West Indies**



**Journal of International Business Studies**  
Special Issue

JIBS invites submissions of papers for a symposium to mark the 25th anniversary of the publication of *The Future of the Multinational Enterprise* by Peter Buckley and Mark Casson. The book by professors Buckley and Casson is one of the most influential publications among the hundreds of studies of multinational enterprises. As a book that revolutionized the field, it included a critical examination of empirical observations about foreign direct investment (FDI) and the relationship of the evidence to the theorizing at that time. They made original theoretical contributions that better fit empirical data and that advanced understanding of FDI. The result was the internalization theory that has influenced much research on FDI since it was published in 1976.

For this symposium volume, JIBS invites manuscript submissions that report theoretical and empirical research work that is linked to the contributions made in *The Future of the Multinational Enterprise*. JIBS also welcomes conceptually-oriented critical reviews of the literature or other papers that identify problems with current approaches in the literature and/or suggest new directions for future research. Thus, possible topics include:

- Advancement in both the static and dynamic theories on foreign direct investment and multinational enterprise. (See especially chapter 2, sections 2.2 and 2.3, including Coasian consideration of the benefits and costs of internalization.)
- Advancement in research on the cost issues in internalization, e.g., communication and coordination issues in the appropriation of firm specific knowledge based capabilities and in the further development of knowledge based firm capabilities.
- The evolution of multinational firm capabilities (e.g. R&D), the location of value-chain activities, and the interactive influence of these decisions on firm competitiveness and growth.
- The impact of foreign direct investment on host and home countries' social and economic environment, which include the labor market, the managerial market, and the capital market and public taxation. (See especially chapter 5, sections 5.3 and 5.4.)
- Cross-border mergers and acquisitions.
- Issues concerning national regulations, as well as bilateral and multilateral cooperation in the regulation of FDI and MNEs' behavior. These issues include in particular the relationship between competition policy (i.e. "antitrust" policy in US terms) and FDI.
- The efficiency of MNEs as mechanisms for the production and diffusion of knowledge.
- History of internalization theory

The deadline for submission of papers is **June 30, 2001**. Final decisions on papers will be made by December 31, 2001. The symposium will appear in a regular issue of the journal during 2002. Please follow the JIBS Submission Guidelines and Style Guide for Authors in the back of the Journal's most recent issue or Submission Guidelines on the JIBS web site; however, please submit four rather than two hard copies of your manuscript. Cover letters should request that papers be specifically considered for this Symposium. All submissions will be double-blind reviewed in accord with JIBS's normal review process and criteria.

Submissions should be directed to:

Bernard Yeung  
Abraham Krasnoff Professor in Global Business  
New York University  
Stern School of Business  
44 W 4th St. Rm 7/65  
New York, New York, 10012  
USA

Phone: (212) 998-0425  
Fax: (212) 995-4221  
e-mail: [byeung@stern.nyu.edu](mailto:byeung@stern.nyu.edu)

• **Academy of Legal Studies in Business (ALSB)**

Founded in 1924, the **Academy of Legal Studies in Business** is an international association of teachers and scholars in the fields of business law, legal environment, and law-related courses outside of professional law schools. The nearly 1,000 ALSB members teach primarily in schools of business in colleges and universities, at both the undergraduate and graduate levels. The Academy provides a forum for the exchange of ideas, and encourages support and cooperation among those who teach and conduct research in the field of legal studies.

The Academy serves its members in many ways, including publishing two journals and a newsletter, encouraging participation in special interest sections, and maintaining liaisons with related professionals groups. The Academy also sponsors an annual meeting held in August of each year. The 2001 Conference will be in Albuquerque, New Mexico from August 8 to August 11. This conference brings together teachers and scholars of business law and legal studies from across the nation and many foreign countries along with their colleagues from closely allied fields, such as marketing, management, finance, and accounting.

The Academy currently has eight special interest sections: Technology, Ethics, Feminist Legal Studies, Alternative Dispute Resolution, Environment and Business, Employment Law, Marketing Law, and International. The International section focuses on legal issues affecting businesses internationally. Section members have published in a variety of areas, including international employment law, comparative advertising, matters dealing with the European Union, legal systems in other countries, human rights issues, worldwide data privacy, legal aspects of the Asian currency crisis, the Convention on Contracts for the International Sales of Goods, international taxation, and bribery prevention.

The International Section of the ALSB welcomes participation by AIB members. Further information on the International section and the Academy of Legal Studies in Business in general can be obtained at [www.ALSB.org](http://www.ALSB.org) or by contacting Paul Frantz at [pfrantz@csulb.edu](mailto:pfrantz@csulb.edu). Paul Frantz is an AIB member and is Vice President of the International Section of the ALSB.



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

**DEPARTMENT OF MARKETING**  
**Assistant Professor (PR012/2001V)**

The successful candidate will be responsible for teaching subjects and supervising research projects at both the undergraduate and postgraduate levels. The candidate should preferably have a teaching focus and research interest in China Business Studies (areas include: China Trade, Marketing Issues of China Business) and/or Marketing (areas include: International Business, Marketing Research, Strategic Marketing, Sales Management, Business to Business Marketing, Internet Marketing).

Applicants should have a Ph.D degree. For those with working experience beyond Ph.D level, a record of excellence in teaching at the tertiary level, and strong research background is expected. Knowledge of the Asia-Pacific region and Hong Kong, and professional experience in industry and consultancy are desirable. A visiting appointment for a shorter duration may also be considered.

**Salary Scale: (approximately US\$1=HK\$7.76)**

Assistant Professor: HK\$46,190 - \$67,910 p.m.  
(Entry salary will commensurate with qualifications & experience)

**Terms of Appointment:** The appointment will commence in September 2001. The appointee will initially be offered a fixed-term contract of three years. Benefits include contribution by the University to a retirement benefits scheme and/or a gratuity payable upon satisfactory completion of contract (totalling up to 15% of basic salary), annual leave, medical & dental benefits for appointee & family, children's education allowance and housing allowance where applicable. Re-appointment thereafter is subject to mutual agreement.

**Application Procedure:** Applications, together with updated curriculum vitae, copies of transcripts, testimonials and names, fax numbers, email/correspondence addresses of three references should reach the Personnel Office, Hong Kong Baptist University, Kowloon Tong, Hong Kong [Fax: (852) 2339-5001; E-mail: [recruit@hkbu.edu.hk](mailto:recruit@hkbu.edu.hk)]. Applicants are requested to send in samples of publications, preferably three best ones out of their most recent publications. Applicants should also request three references to send in confidential reference to the Personnel Office direct. *Please quote PR number on the application, confidential reference letters and any subsequent correspondence.*

**Closing Date: 31 March 2001**

*The University reserves the right not to make an appointment for the post advertised, and the appointment will be made according to the terms & conditions then applicable at the time of offer. General information about the University is available at the World Wide Web home page <http://www.hkbu.edu.hk> Application forms can be obtained by downloading from: [<http://www.hkbu.edu.hk/~pers>]*

**CALL FOR PAPERS:  
SPECIAL ISSUE ON TRADING BLOCS**

*Multinational Business Review* invites authors to submit papers for a special issue on trading blocs (i.e., North American Free Trade Agreement and the European Union) to be published in 2002. Papers must be policy-oriented and they may address any aspect of trading blocs, including:

- . Corporate response to trading blocs
- . Are trading blocs stumbling blocks or building blocks?
- . Types of trading blocs
- . Trading blocs and the global economy
- . Forces that promote trading blocs
- . Forces that hamper trading blocs
- . Trading blocs: opportunity or demise for trade
- . Trading bloc milestones
- . Social and political effects of trading blocs

Authors must submit two copies of their paper. The length of the article should not exceed 20 pages, double-spaced. Each submission should be accompanied with a fee of \$20 for MBR's subscribers or \$40 for non-subscribers. Authors outside North America should add \$20 for postage. Each article will be blind refereed. Reviewers will judge submissions particularly on conceptual clarity and practicability. MBR is abstracted and indexed by 30 publications, databases, and microfilms. Previous MBR articles are available in full text through two library databases: ABI/INFORM and WilsonBusiness. Send manuscripts to:

Suk H. Kim  
College of Business Administration  
University of Detroit Mercy  
PO Box 19900  
Detroit, MI 48219

E-mail: [kimsuk@udmercy.edu](mailto:kimsuk@udmercy.edu)  
Web site: [www.mich.com/~kimsuk](http://www.mich.com/~kimsuk)

# CALL FOR PAPERS

## 9TH ANNUAL CONFERENCE ON BUSINESS & MARKETING STRATEGIES FOR CENTRAL & EASTERN EUROPE VIENNA, AUSTRIA DECEMBER 5-7, 2001

A primary goal of the conference is to promote an international dialogue between decision-makers, business and government leaders from Central, Eastern and Western European countries. For further information, please contact:

Univ. Prof. Dr. Reinger Springer  
Wirtschaftsuniversitat, Vienna, Austria  
Phone: 431-313364371  
FAX: 431-31336751  
Email: Reiner.Springer@wu-wien.ac.at

Dr. Petr Chadraba  
DePaul University, Kellstadt Center  
Chicago, Illinois U.S.A.  
Phone: 312.362.6889  
FAX: 312.362.5647  
Email: pchadrab@wppost.depaul.edu

### Journal of Teaching in International Business

Call for Papers - Special Issue: Digital Technology in Teaching International Business  
(web version: <http://faculty.philau.edu/russowl/jtib.htm>)

The Journal of Teaching International Business invites the submission of articles on this exciting theme of high interest. New technologies allow us to disseminate information in different ways and allow us to create interactive environments in which to learn and the Guest Editor is seeking articles that will be widely quoted and cited that deal with topics in this area.

#### Topics:

Theoretical, conceptual, and empirical papers, particularly those with an area-specific focus of Africa, Asia, Eastern Europe, Middle East, or Latin and South America are sought. Descriptive works that offer significant managerial and/or public policy guidelines or implications are also invited. Research foci included in this call for papers are those related to:

- q teaching and learning efficacy
- q curriculum development
- q digital teaching materials
- q outcomes assessment
- q electronic delivery systems
- q Internet-enhanced classes

Cross-cultural and comparative studies that investigate long-distance, or digitally enhanced teaching techniques, whether synchronous or asynchronous, and research that measures the usefulness, or describes the use of new technologies or techniques that have been developed to improve learning, will be considered for publication.

In all cases, articles must emphasize the practical relevance of

the issues presented and must be written to appeal to academics, practitioners and policy makers.

#### General Guidelines:

Papers should use the American Psychological Association (APA) style guidelines and be double-spaced. In addition to the main body, submissions should include a title page, an abstract of 100-150 words on a separate page, and a one-page executive summary. Emphasizing on the managerial and/or public policy implications of the manuscript. Manuscripts should be between 15 and 25 pages including figures, tables, illustrations, and bibliography. All articles will be double blind reviewed. The review process will take four to six weeks. Please submit your papers to:

Dr. Lloyd C. Russow

Guest Editor, *Journal for Teaching in International Business*  
School of Business Administration  
Philadelphia University  
Philadelphia, PA 19144 USA  
E-mail: RussowL@PhilaU.edu

Tel: (001) 215-951-2819 Fax: (001) 215.951.2652

*Deadline for Submission: June 30, 2001* though earlier submissions are strongly recommended.



# AIB INSTITUTIONAL MEMBERSHIP APPLICATION

## ACADEMY OF INTERNATIONAL BUSINESS

Terms of Membership: For an annual fee of US\$1,000, a school may designate two faculty members to receive AIB membership and two to receive registration at the AIB's Annual Meeting. A Ph.D. candidate may also be nominated to receive membership and meeting registration provided that he or she commits to attending the Doctoral Consortium. Each participating institution will be recognized once a year in both the AIB Newsletter and the Annual Meeting Program.

<b>INSTITUTION'S CONTACT INFORMATION</b>			
<i>Please type or print clearly and remit payment with form.</i>			
FIRST NAME	INITIAL	FAMILY NAME	
POSITION TITLE		ORGANIZATION	
STREET ADDRESS LINE 1			
STREET ADDRESS LINE 2			
CITY	STATE	COUNTRY	POSTAL CODE
TELEPHONE		FAX	
E-MAIL		PERSONAL WEB PAGE	

Make cheques payable to the Academy of International Business. Applicants outside the US must pay by credit card or remit funds by means of an international money order denominated in US dollars or by a check drawn upon a US bank. Foreign cheques must have micro-encoded banking information, including the ABA routing number at the bottom of the cheque, a US bank address and have the US dollar amount imprinted on them. The regular annual membership dues of \$85 and the Student and Low-income annual membership of \$45 in the Academy of International Business both include \$40 for a one-year subscription to the Journal of International Business Studies. (Federal Employer ID #23-7442958).

You must return this form (or a copy) with your payment to ensure proper recording. (Return by October 15 for the current meeting.)

AMOUNT PAID: \$ \_\_\_\_\_ (Dues for \_\_\_\_\_ years)

**METHOD OF PAYMENT:**

- Cheque (No.: \_\_\_\_\_ Date: \_\_\_\_\_)
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**MAIL TO:** Academy of International Business  
University of Hawai'i at Manoa - CBA  
2404 Maile Way (C-306)  
Honolulu, HI 96822-2223 USA

**FAX TO:** (808) 956-3261

<b>NAMES OF NOMINEES</b>
- Please write the names of the individuals at your institution who will receive the benefits listed below.
- Attach a copy of the "Individual Membership" form on the next page for each person nominated.
- Check off the box for "Institutional Nominee" on the form.

<b>MEMBERSHIP #1</b>		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		

<b>MEMBERSHIP #2</b>		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		

Our institution nominates the following two individuals to attend the AIB's Annual Meeting in Sydney, Australia on November 16-19, 2001.

<b>REGISTRATION #1 (name only if same as #1 above)</b>		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		

<b>REGISTRATION #2 (name only if same as #2 above)</b>		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		

<b>Ph.D. Nominee (Membership and 2001 Registration Fee)</b>		
FIRST NAME	INITIAL	FAMILY NAME
POSITION/TITLE		FAX NUMBER
E-MAIL		

Please fill in your discipline and research interests in the boxes to the right and on the reverse side. Refer to the list below to determine the appropriate codes.

Disciplines:  /  (also write codes on reverse side)

Research Interests:  /  /  /  /

**DISCIPLINE & RESEARCH INTERESTCODES**

**A. ECONOMICS**

- A1 INTERNATIONAL TRADE
- A2 THEORY OF FDI AND THE MNE
- A3 INDUSTRIAL ORGANIZATION
- A4 TRANSACTION COST ECONOMICS
- A5 ECONOMIC DEVELOPMENT
- A6 ECONOMIC INTEGRATION
- A7 ECONOMICS OF INNOVATION & TECHNOLOGICAL TRANSFER
- A8 OTHER . . . . .

**B. FINANCE**

- B1 COST OF CAPITAL & FINANCIAL STRUCTURE
- B2 CAPITAL BUDGETING
- B3 INTERNATIONAL FINANCIAL MARKETS
- B4 FOREIGN EXCHANGE MANAGEMENT
- B5 INVESTMENT APPRAISAL
- B6 TRANSFER PRICING ISSUES
- B7 OTHER . . . . .

**C. ACCOUNTING & TAXATION**

- C1 COMPARATIVE ACCOUNTING SYSTEMS & PRACTICES
- C2 INTERNATIONAL FINANCIAL REPORTING
- C3 MEASUREMENT ISSUES (E.G., CURRENCY TRANSLATION, INFLATION EFFECTS)
- C4 INTERNATIONAL MANAGEMENT ACCOUNTING
- C5 PERFORMANCE EVALUATION & CONTROL
- C6 AUDITING
- C7 INTERNATIONAL TAXATION
- C8 OTHER . . . . .

**D. ORGANIZATION**

- D1 ORGANIZATIONAL STRUCTURE
- D2 THE SOCIOLOGY OF ORGANIZATIONS
- D3 DECISION-TAKING STRUCTURES, HQ-SUBSIDIARY RELATIONS
- D4 INTER-FIRM ORGANIZATIONS (JV, ALLIANCES, NETWORKING)
- D5 COMPARATIVE ORGANIZATIONAL STUDIES
- D6 OTHER . . . . .

**E. MANAGEMENT**

- E1 COMPARATIVE MANAGEMENT
- E2 CROSS-CULTURAL MANAGEMENT
- E3 MANAGEMENT & INFORMATION SYSTEMS (PLANNING, STRATEGY, CONTROL, INFORMATION)
- E4 MANAGEMENT OF TECHNOLOGY
- E5 PRODUCTION/SOURCING OPERATIONS MANAGEMENT
- E6 MANAGEMENT OF RISK
- E7 ENTREPRENEURSHIP
- E8 OTHER . . . . .

**F. BUSINESS POLICY**

- F1 BUSINESS STRATEGY
- F2 BUSINESS/GOVERNMENT INTERACTION
- F3 BUSINESS & THE ENVIRONMENT
- F4 BUSINESS POLICY & DEVELOPING COUNTRIES
- F5 GLOBAL COMPETITION & MARKETS
- F6 OTHER . . . . .

**G. MARKETING**

- G1 COMPARATIVE MARKETING
- G2 INTERNATIONAL MARKETING MANAGEMENT & STRATEGY
- G3 CROSS-NATIONAL CONSUMER & INDUSTRIAL BEHAVIOR
- G4 INT'L PRODUCT/PROM/PRICING/DIST STRATEGY
- G5 EXPORT/IMPORT: FOREIGN MARKET ENTRY MODES
- G6 OTHER . . . . .

**H. HUMAN RESOURCES & INDUSTRIAL RELATIONS**

- H1 HUMAN RESOURCES (INCL PERSONNEL) MANAGEMENT
- H2 COMPARATIVE IR SYSTEMS
- H3 DISPUTE RESOLUTION
- H4 LABOR/MANAGEMENT ISSUES (INCL WAGE NEGOTIATIONS)
- H5 EMPLOYMENT EFFECTS OF FDI & MNE ACTIVITY
- H6 RECRUITING & TRAINING ISSUES
- H7 OTHER . . . . .

**DISCIPLINE & RESEARCH INTERESTCODES**

**I. LAW**

- I1 LAW OF CONTRACT
- I2 INTERNATIONAL PROPERTY LAW
- I3 EXTRA-TERRITORIALITY
- I4 FOREIGN INVESTMENT LAWS
- I5 INVESTMENT GUARANTEES & DISPUTE SETTLEMENTS
- I6 NEGOTIATION & BARGAINING PROCEDURES
- I7 INT'L TRADE LAW & INT'L ORGANIZATIONS
- I8 CODES OF CONDUCT
- I9 OTHER . . . . .

**J. INTERNATIONAL RELATIONS AND POLITICAL SCIENCE**

- J1 POLITICAL RISK ASSESSMENT & MANAGEMENT
- J2 INTER-GOVERNMENT RELATIONS
- J3 ISSUES OF SOVEREIGNTY, HEGEMONY & DEPENDENCE
- J4 POLITICAL ASPECTS OF MNE ACTIVITY, BUREAUCRACIES
- J5 MNEs & DISTRIBUTION POWER
- J6 PRESSURE GROUPS, PUBLIC AFFAIRS, PUBLIC OPINION
- J7 OTHER . . . . .

**K. SOCIAL ISSUES**

- K1 ENVIRONMENT & POLLUTION
- K2 CONSUMER PROTECTION
- K3 INCOME DISTRIBUTION
- K4 SOUTH AFRICA
- K5 CULTURAL IMPACT OF MNEs
- K6 OTHER . . . . .

**L. ECONOMIC & BUSINESS HISTORY**

- L1 ECONOMIC HISTORY
- L2 BUSINESS HISTORY (GENERAL)
- L3 BUSINESS HISTORY (COMPANY SPECIFIC)
- L4 HISTORY OF FDI & THE MNE
- L5 OTHER . . . . .

**M. COUNTRY OR AREA STUDY**

- M1 NORTH AMERICA
- M2 LATIN AMERICA
- M3 EUROPE
- M4 JAPAN
- M5 OTHER ASIA & PACIFIC
- M6 AFRICA & MIDDLE EAST
- (IF INTEREST IN COMPARATIVE STUDIES, PLEASE INDICATE HERE BY INDICATING 2 OR MORE AREAS, E.G., NORTH AMER/JAPAN AS M1/4)
- M7 OTHER . . . . .

**N. INDUSTRY/SECTORIAL STUDY**

- N1 PRIMARY
- N2 SECONDARY
- N3 SERVICE (IF INTERESTED IN PARTICULAR SECTORS, E.G., PHARMACEUTICAL, BANKING, PLEASE STATE)
- N4 ELECTRONIC COMMERCE

**O. POLICY-ORIENTED STUDY**

- O1 COST-BENEFIT ANALYSIS
- O2 FOREIGN DIRECT INVESTMENT POLICY
- O3 INVESTMENT INCENTIVES
- O4 PERFORMANCE REQUIREMENTS
- O5 NATIONALIZATION, EXPROPRIATION, ETC.
- O6 OTHER . . . . .

**P. EDUCATION & IB**

- P1 PEDAGOGIC ISSUES
- P2 CURRICULA & SYLLABI
- P3 EDUCATION & IB
- P4 RESEARCH METHODOLOGY IN IB
- P5 CASE STUDIES
- P6 TEACHER TRAINING IN IB
- P7 OTHER . . . . .

**Q. RESEARCH AREAS NOT COVERED BY GROUPINGS**

- Q1
- Q2 . . . . .



# AIB MEMBERSHIP APPLICATION

ACADEMY OF INTERNATIONAL BUSINESS

Action(s):  New Membership  Renewal  Address Correction

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Your Name and ID Number (If Applicable)

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Telephone			Fax		
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Position/Title		Organization			
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Disciplines		Research Interests		See Research Codes on the back of this page, or under the Membership link on our Web site at <a href="http://www.aibworld.net">http://www.aibworld.net</a>	
<input type="checkbox"/> <input type="checkbox"/>		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			

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\* Low income memberships are offered to individuals with gross annual incomes below US\$25,000.