

Go to  
[www.aibworld.net](http://www.aibworld.net)  
to find all info on  
the 2003 meeting  
under *Events*

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## Countdown to AIB 2003

**A**s we go to press with this issue of the AIB Newsletter, we are busy getting ready for the July 5-8 meeting at the Hyatt Regency in Monterey, California. Program Chair Udo Zander, Institute of International Business, Stockholm and his team have put together a fantastic program.



Local Arrangements Chair Harvey Arbeláez and his team are finalizing the

last details for the hotel and the fabulous gala to be held on Monday night at the Monterey Aquarium. The AIB Secretariat is working over-time to get everyone registered, and to get the program and proceedings to the printer on time.

We expect the meeting to be one of the largest ever, with eight concurrent sessions running over three days. The weather in Monterey should be a cool sixty-eight degrees (20° C), a great escape from the normal summer heat of the Northern Hemisphere. Please see the overview of the meeting program on pages 4-7. The complete program and other conference details can be downloaded from the AIB Web site at <http://www.aibworld.net/2003>. I hope that you will be able to attend this important event. See you in Monterey!

*See page 4 for Overview*

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### List of Tracks

1. Conference Theme: The Power of Ideas and International Business
2. International Political Economy and Business History
3. Emerging Markets and Transition Economies
4. Strategic Management, Entrepreneurship and New Ventures
5. Macro-Organizational Behavior and Organization/Institutional Sociology
6. Micro-Organizational Behavior and Human Resource Management
7. Alliances and Networks
8. Economics
9. Finance, Accounting and Taxation
10. Marketing and Supply Chain Management

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## EXECUTIVE SECRETARIAT

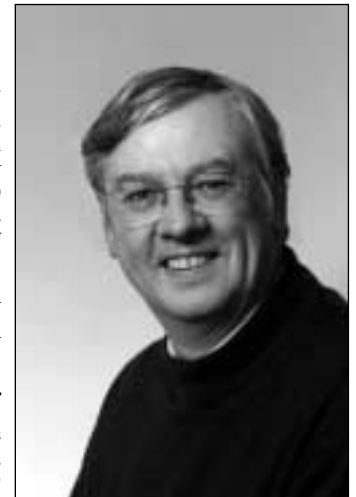
Laurel King, Managing Director

# LETTER FROM THE PRESIDENT

Dear Colleague

My words in my first "letter from the President" (4th Quarter 2002) that we live in interesting times have come back to haunt me! Not only are we helping to bed in a new editorial team at JIBS but we will soon have the challenge of bringing on board a new editor of Insights and a new Executive Secretary and Secretariat. I, and many past Presidents, would like to acknowledge the eight year tenure of Jim Wills as Executive Secretary, his able assistant Laurel King and the whole team at Hawaii. We will be able to honour them formally at a later date and their diligence and efficiency will be difficult to match. The renewal of AIB goes on and although changes are difficult, my Executive Board are determined to improve AIB's already strong position. Progress in India and China (the Asian giants) continues and I hope to be able to say more in concrete terms in a later Newsletter.

World events, too, move on apace. Circumstances such as we are living through make it difficult to deny the existence of interdependence between peoples and nations around the globe whether we apply the term "globalisation" or not to the increase in the interaction across national frontiers. International elements in business, politics and culture are not optional add-ons, they are central to 21st century existence. We should celebrate our privilege in being at the forefront of recognising internationalism as a key element in any analysis of social phenomena, however "domestic" we pretend them to be. The national media of many countries (and the USA here is a particularly bad offender) cannot pretend that the rest of the world deserves only a few minutes (or pages) a day. Often even that is restricted to "their" impact on "us". More "we" less "us and them" is the mark not of an optimist, but of a realist.



Peter J. Buckley  
AIB President

A handwritten signature in black ink that reads "Peter J. Buckley".

Peter J. Buckley

## REQUEST FOR NOMINATIONS: AIB EXECUTIVE BOARD AUGUST 1, 2004 - JULY 31, 2006

Nominations for the following AIB offices are being sought by the nominating committee.

**President (1 candidate):** The AIB President presides over all meetings of the AIB Executive Board, appoints and instructs all committees, is responsible for the administrative direction of the Academy, and supervises the functions of other officers and the Executive Secretary.

**Vice Presidents/Programs (4 candidates):** The two Vice Presidents for Meetings serve as Program Chair for the Annual Meeting during one year of the two-year term. During the alternative year, he or she performs the duties for the President, in case of his or her absence.

**Vice President/Administration (2 candidates):** The Vice President for Administration is responsible for overseeing the finances, accounting, membership, and chapter relations and supervising the work for the Executive Secretary, including reviewing financial statements and approving major expenditures.

*Please send nominations to AIB Past President Stephen J. Kobrin,  
at [kobrins@wharton.upenn.edu](mailto:kobrins@wharton.upenn.edu) or fax (215)-573-5073*

## In Memory of Michael Brooke



**M**ichael Brooke passed away at the age of eighty-two on 1 April, 2003. He was a Fellow of the Academy of International Business, the Founder of the AIB's UK Chapter in 1973, and the writer of more than 20 books, including one on New Product Development, published shortly before his death (see *Just Off The Press* section on page 8).

This Quarter's issue of *AIB Insights* features a piece that Brooke wrote for JIBS in 1994, as well as a short commemorative piece written by Jean Boddewyn. The Academy of International Business extends its sympathy to the loved ones of Michael Brooke, who will be greatly missed by his colleagues in the AIB.

# Overview of the 2003 Annual Meeting

To view the complete program, please visit the AIB web site at [www.aibworld.net](http://www.aibworld.net)

## SATURDAY

### SATURDAY – 8:30 a.m.- 4:00 p.m.

#### Doctoral Consortium

Room: Cypress Time: 8:30 a.m.-4:00 p.m.

### SATURDAY – 10:00 a.m.- 4:00 p.m.

#### Junior Faculty Consortium

Room: Oaktree Time: 10:00 a.m.-4:00 p.m.

### SATURDAY – 2:00- 4:00 p.m.

#### Panel: Meet The Editors (open to all)

Room: Big Sur 1-2 Time: 2:00-4:00 p.m.

### SATURDAY – 4:00- 4:30 p.m.

#### Track and Session Chairs Meeting

Room: Big Sur 1-2 Time: 4:00-4:30 p.m.

### SATURDAY – 4:00- 6:00 p.m.

#### AIB Fellows Plenary (open to all)

Room: Regency Ballroom Time: 4:00-6:00 p.m.

### SATURDAY – 6:30- 8:00 p.m.

#### Presidential Reception

Room: Spyglass Promenade Time: 6:30-8:00 p.m.

## SUNDAY

### SUNDAY – 8:30-10:00 a.m.

#### Conference Theme: Opening Plenary

The Power of Ideas and International Business

Room: Regency Ballroom Time: 8:30-10:00 a.m.

### SUNDAY – 10:00-10:30 a.m.

#### Coffee Break

### SUNDAY – 10:30 a.m.-1:30 p.m.

#### JIBS' Editors' Meeting

Room: Oaktree Time: 10:30 a.m.-1:30 p.m.

### 1.1 - SUNDAY – 10:30 a.m.-12:00 p.m.

#### Session 1.1.1 - Track 7 - COMPETITIVE

Cooperation and performance

Room: Spyglass 1 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.2 - Track 9 - COMPETITIVE

Risk and Risk Measurement

Room: Spyglass 2 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.3 - Track 4 - PANEL

Measuring and Tracking Knowledge in Multinational

Corporations: The Search for Metrics and their Limitations

Room: Big Sur 1-2 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.4 - Track 4 - PANEL

The Liability and Benefit of Foreignness

Room: Big Sur 3 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.5 - Track 3 - COMPETITIVE

Multinational Performance

Room: Cypress 1-2 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.6 - Track 6 - COMPETITIVE

Coming "In" from the Outside: Sensemaking, Acculturation and Socialization

Room: Cypress 3 Time: 10:30 a.m.-12:00 p.m.

#### Session 1.1.7 - Track 1 - COMPETITIVE

Scholarly Ideas Revisited: Core Competence, Hymerisms, Transaction Costs, and Economic Man

Room: Windjammer 1-2 Time: 10:30 a.m.-12:00 p.m.

#### 1.1.8 - Track 2 - COMPETITIVE

Limits to Convergence: Innovation Systems, National Competitiveness and Diversity in Manufacturing

Room: Windjammer 3-4 Time: 10:30 a.m.-12:00 p.m.

### SUNDAY – 12:00-1:30 p.m.

#### Poster Session #1 with light lunch

Room: Regency Ballroom Time: 12:00-1:30 p.m.

### SUNDAY – 1:30-3:00 p.m.

#### Richard N. Farmer Award Finalists

Room: Regency Ballroom Time: 1:30-3:00 p.m.

### SUNDAY – 3:00-3:30 p.m.

#### Coffee Break

### 1.2 - SUNDAY – 3:30-5:00 p.m.

#### JIBS Review Board Meeting

Room: Oaktree Time: 3:30-5:00 p.m.

### Session 1.2.1 BALAS

Macro-Latin America  
Room: Spyglass 1 Time: 3:30-5:00 p.m.

### Session 1.2.2 - Track 10 - COMPETITIVE

Emerging Issues in Global Marketing  
Room: Spyglass 2 Time: 3:30-5:00 p.m.

### Session 1.2.3 - Track 4 - WORKSHOP

Technology and Innovations in MNEs: Technology Acquisition in MNEs (1): Sourcing  
Room: Big Sur 1-2 Time: 3:30-5:00 p.m.

### Session 1.2.4 - Track 3 - COMPETITIVE

International Finance  
Room: Big Sur 3 Time: 3:30-5:00 p.m.

### Session 1.2.5 - Track 3 - WORKSHOP

Competitive Advantage and Performance  
Room: Cypress 1-2 Time: 3:30-5:00 p.m.

### Session 1.2.6 - Track 5 - WORKSHOP

Macro Effects on Organizational Strategies and Behaviors  
Room: Cypress 3 Time: 3:30-5:00 p.m.

### Session 1.2.7 - Track 1 - PANEL

TCE: The Next Generation - The Enduring Influence of Williamson's Transaction Cost Economics Theory on International Business Research  
Room: Windjammer 1-2 Time: 3:30-5:00 p.m.

### Session 1.2.8 - Track 8 - COMPETITIVE

Financial Perspectives on Multinational Enterprise  
Room: Windjammer 3-4 Time: 3:30-5:00 p.m.

## SUNDAY – 5:00-6:00 p.m.

### JIBS Decade Award

Room: Regency Ballroom Time: 5:00-6:00 p.m.

## SUNDAY – 6:00-6:30 p.m.

### JIBS Decade Award Reception

Room: Regency Foyer Time: 6:00-6:30 p.m.

## SUNDAY – 6:30-8:30 p.m.

### AIB Awards & Appreciation Banquet

Room: Regency Ballroom Time: 6:30-8:30 p.m.

# MONDAY

## 2.3 - MONDAY – 8:30-10:00 a.m.

### Session 2.3.1 - Track 7 - COMPETITIVE

Organizational and Behavioral Issues in Cooperation  
Room: Spyglass 1 Time: 8:30-10:00 a.m.

### Session 2.3.2 - Track 9 - WORKSHOP

Financial Markets: Currency Rates and Stock Market Issues  
Room: Spyglass 2 Time: 8:30-10:00 a.m.

### Session 2.3.3 - Track 4 - COMPETITIVE

Technology and Innovation in MNEs: Technology Acquisition in MNEs (2): Transfer  
Room: Big Sur 1-2 Time: 8:30-10:00 a.m.

### Session 2.3.4 - Track 3 - COMPETITIVE

FDI - Strategy and Impact  
Room: Big Sur 3 Time: 8:30-10:00 a.m.

### Session 2.3.5 - Track 3 - WORKSHOP

FDI in Asia  
Room: Cypress 1-2 Time: 8:30-10:00 a.m.

### Session 2.3.6 - Track 6 - COMPETITIVE

Companies Going Native or Not?: Organizational Identity and Practices in Foreign Countries  
Room: Cypress 3 Time: 8:30-10:00 a.m.

### Session 2.3.7 - Track 1 - COMPETITIVE

Ideas with an Impact: Property Right Protection, Privatization, Genetical Modification, and Terrorism  
Room: Windjammer 1-2 Time: 8:30-10:00 a.m.

### Session 2.3.8 - Track 2 - WORKSHOP

Globalizations as the Slow Transformation of Institutions: The Making of Global Norms, Institutions and Sector Governance Mechanisms"  
Room: Windjammer 3-4 Time: 8:30-10:00 a.m.

## MONDAY – 10:00-10:30 a.m.

### Coffee Break

## 2.4 - MONDAY – 10:30 a.m.-12:00 p.m.

### Session 2.4.1 - Track 7 - WORKSHOP

Partner selection and structure  
Room: Spyglass 1 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.2 - Track 10 - WORKSHOP

Emerging Issues in Global Supply Chain Management  
Room: Spyglass 2 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.3 - Track 4 - COMPETITIVE

Technology and Innovation in MNEs: Innovation Propensity Across Countries  
Room: Big Sur 1-2 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.4 - Track 4 - COMPETITIVE

Organization in MNEs: Structure and Coordination of MNEs"  
Room: Big Sur 3 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.5 - Track 3 - COMPETITIVE

Institutions and Governance  
Room: Cypress 1-2 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.6 - Track 6 - WORKSHOP

Being the Boss: Cross-cultural leadership, selection, effectiveness and diversity management  
Room: Cypress 3 Time: 10:30 a.m.-12:00 p.m.

### Session 2.4.7 - Track 1 - PANEL

International Human Trade and Globalization  
Room: Windjammer 1-2 Time: 10:30 a.m.-12:00 p.m.

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**Session 2.4.8 - Track 8 - WORKSHOP**

The Economics of Foreign Direct Investment  
Room: Windjammer 3-4 Time: 10:30 a.m.-12:00 p.m.

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**MONDAY – 12:00-1:30 p.m.****Poster Session #2 with light lunch**

Room: Regency Ballroom Time: 12:00-1:30 p.m.

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**2.5 - MONDAY – 1:30-3:00 p.m.****Session 2.5.1 BALAS**

Micro Latin America  
Room: Spyglass 1 Time: 1:30-3:00 p.m.

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**Session 2.5.2 - Track 10 WORKSHOP**

Global Advertising: The Past, Present and Future  
Room: Spyglass 2 Time: 1:30-3:00 p.m.

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**Session 2.5.3 - Track 4 - COMPETITIVE**

Firm Resources and Internationalization  
Room: Big Sur 1-2 Time: 1:30-3:00 p.m.

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**Session 2.5.4 - Track 4 - WORKSHOP**

Organization in MNEs: Subsidiary Management  
Room: Big Sur 3 Time: 1:30-3:00 p.m.

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**Session 2.5.5 - Track 3 - WORKSHOP**

Culture and HRM  
Room: Cypress 1-2 Time: 1:30-3:00 p.m.

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**Session 2.5.6 - Track 5 - COMPETITIVE**

Survival, Innovation, and Competitiveness Through Exploration of Social Context  
Room: Cypress 3 Time: 1:30-3:00 p.m.

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**Session 2.5.7 - Track 1 - PANEL**

The Rise of the Third Force: The Growing Impact of NGOs on Multinationals & Governments  
Room: Windjammer 1-2 Time: 1:30-3:00 p.m.

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**Session 2.5.8 - Track 8 - COMPETITIVE**

Structural Determinants of International Business Activity  
Room: Windjammer 3-4 Time: 1:30-3:00 p.m.

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**MONDAY – 3:00-3:30 p.m.****Coffee Break****MONDAY – 3:30-4:15 p.m.****Track Chairs Meeting**

Room: Oaktree Time: 3:30-4:15 p.m.

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**MONDAY – 4:15-5:15 p.m.****AIB General Business Meeting**

Room: Regency Ballroom Time: 4:15-5:15 p.m.

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**MONDAY – 5:25-6:15 p.m.**

WAIB Meeting and Reception  
Room: Oaktree Time: 5:25-6:15 p.m.

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**MONDAY – 7:30-11:00 p.m.****Monterey Institute Gala Dinner**

Venue: Monterey Aquarium Time: 7:30-11:00 p.m.

(Busses leave from the South Entrance of the Conference Center from 7:00-7:30 p.m. Busses will return guests throughout the evening to the Hyatt.)

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**TUESDAY****3.6 - TUESDAY – 8:30-10:00 a.m.****Session 3.6.1 - Track 7 - WORKSHOP**

Networks, Knowledge, and Trust in Interfirm Cooperation  
Room: Spyglass 1 Time: 8:30-10:00 a.m.

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**Session 3.6.2 - Track 9 - COMPETITIVE**

International Mergers and Acquisitions: Performance and Control  
Room: Spyglass 2 Time: 8:30-10:00 a.m.

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**Session 3.6.3 - Track 4 - WORKSHOP**

Methods of International Growth: Mode of Entry in Foreign Markets  
Room: Big Sur 1-2 Time: 8:30-10:00 a.m.

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**Session 3.6.4 – Track 3 - PANEL**

Teaching International Business in Emerging Economies  
Room: Big Sur 3 Time: 8:30-10:00 a.m.

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**Session 3.6.5 - Track 3 - WORKSHOP**

China — Opportunities and Challenges”  
Room: Cypress 1-2 Time: 8:30-10:00 a.m.

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**Session 3.6.6 - Track 6 - WORKSHOP**

Exploring Expatriation: Policies, Practices and People  
Room: Cypress 3 Time: 8:30-10:00 a.m.

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**Session 3.6.7 - Track 1 - PANEL**

The Power of New Ideas for International Sustainable Development: Collaboration by Firms, Governments, and NGOs  
Room: Windjammer 1-2 Time: 8:30-10:00 a.m.

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**Session 3.6.8 - Track 2 - PANEL**

Ideas, Institutions and International Trade: Critical Reflections on the Evolving Governance of Global Business”  
Room: Oaktree Time: 8:30-10:00 a.m.

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**TUESDAY – 10:00-10:30 a.m.****Coffee Break****3.7 - TUESDAY – 10:30 a.m.-12:00 p.m.****Session 3.7.1 - Track 7 - COMPETITIVE**

Entry mode and Interfirm Cooperation  
Room: Spyglass 1 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.2 - Track 9 - COMPETITIVE**

Corporate Governance: The Role of Ownership Structure  
Room: Spyglass 2 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.3 - Track 4 - WORKSHOP**

The Internationalization Process  
Room: Big Sur 1-2 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.4 - Track 4 - COMPETITIVE**

Institutional Environments and MNEs: Social Resources and Networks Across Countries  
Room: Big Sur 3 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.5 - Track 3 - WORKSHOP**

Aftermath of the Asian Crisis  
Room: Cypress 1-2 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.6 - Track 6 - COMPETITIVE**

Business Across Borders: Exporting, Absorbing, Sourcing and Supplying  
Room: Cypress 3 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.7 - Track 1 - COMPETITIVE**

Ideas of the MNC - Global or Regional?  
Room: Windjammer 1-2 Time: 10:30 a.m.-12:00 p.m.

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**Session 3.7.8 - Track 2 - WORKSHOP**

Emerging Patterns of Trade and Investments under International Political Conflict, National Capital Controls and Diversity in Market Regulation Regimes”  
Room: Windjammer 3-4 Time: 10:30 a.m.-12:00 p.m.

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**TUESDAY – 12:00-1:30 p.m.**

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**AIB Board & Chapter Chairs Meeting and Lunch**

Room: Oaktree Time: 12:00-1:30 p.m.

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**3.8 - TUESDAY – 1:30-3:00 p.m.**

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**Session 3.8.1 - Track 7 - WORKSHOP**

Interfirm Cooperation and the MNE  
Room: Spyglass 1 Time: 1:30-3:00 p.m.

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**Session 3.8.2 - Track 10 - WORKSHOP**

Measuring and Managing in a Global Context  
Room: Spyglass 2 Time: 1:30-3:00 p.m.

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**Session 3.8.3 - Track 4 - COMPETITIVE**

Methods of International Growth: International Alliances  
Room: Big Sur 1-2 Time: 1:30-3:00 p.m.

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**Session 3.8.4 - Track 4 - WORKSHOP**

Institutional Environments and MNEs: Location Advantages  
Room: Big Sur 3 Time: 1:30-3:00 p.m.

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**Session 3.8.5 - Track 3 - WORKSHOP**

Multinationals in Eastern Europe  
Room: Cypress 1-2 Time: 1:30-3:00 p.m.

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**Session 3.8.6 - Track 6 - PANEL**

Cross-Cultural Teaching Insights and Techniques  
Room: Oaktree Time: 1:30-3:00 p.m.

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**Session 3.8.7 - Track 1 - WORKSHOP**

Ideas on Foreign Entry -Modes, Risks, and Performance  
Room: Windjammer 1-2 Time: 1:30-3:00 p.m.

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**Session 3.8.8 - Track 8 - COMPETITIVE**

Economic Theory of the Multinational Enterprise  
Room: Windjammer 3-4 Time: 1:30-3:00 p.m.

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**TUESDAY – 3:00-3:30 p.m.**

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**Coffee Break**

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**3.9 - Tuesday - 3:30-5:00 p.m.**

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**Session 3.9.1 BALAS - PANEL**

The ABC of Discontent: Lessons for Businesses and Governments in Latin America  
Room: Spyglass 1 Time: 3:30 -5:00 p.m.

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**Session 3.9.2 - Track 10 - COMPETITIVE**

Global Marketing Strategy  
Room: Spyglass 2 Time: 3:30 -5:00 p.m.

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**Session 3.9.3 - Track 4 - COMPETITIVE**

Globalization and Studies of Performance in MNEs  
Room: Big Sur 1-2 Time: 3:30 -5:00 p.m.

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**Session 3.9.4 - Track 4 - PANEL**

Corporate Governance from a Comparative Perspective  
Room: Big Sur 3 Time: 3:30 -5:00 p.m.

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**Session 3.9.5 - Track 3 - COMPETITIVE**

International Environment  
Room: Cypress 1-2 Time: 3:30 -5:00 p.m.

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**Session 3.9.6 - Track 5 - WORKSHOP**

A Focus on the Multinational Enterprise  
Room: Cypress 3 Time: 3:30 -5:00 p.m.

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**Session 3.9.7 - Track 1 - COMPETITIVE**

The International Flow of Ideas and Knowledge  
Room: Windjammer 1-2 Time: 3:30 -5:00 p.m.

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**Session 3.9.8 - Track 1 - PANEL**

Building International Research Networks  
Room: Windjammer 3-4 Time: 3:30 -5:00 p.m.

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**TUESDAY – 5:30-7:00 p.m.**

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**Poster Session #3 with wine and cheese**

Room: Regency Ballroom Time: 5:30-7:00 p.m.

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**SARIANNA M. LUNDAN** (University of Maastricht) announces the publication of an edited volume entitled *Network Knowledge in International Business in the New Horizons in International Business series* (2002, Edward Elgar Publishing, ISBN: 1840648708). This book brings together innovative research on the increasing strategic importance of subsidiary networks to the multinational firm. It combines contributions from three major related areas of inquiry; the changing theoretical conception of networks and the structure of the multinational firm, the importance of spillovers and agglomeration economies related to multinational investment, and the management of the flow of information and knowledge from subsidiaries to headquarters and vice versa. For more information, please visit <http://www.e-elgar.co.uk>.

**RAM MUDAMBI** (Temple University and the University of Reading (UK)) has just released a volume (joint with Pietro Navarra and Giuseppe Sobbrío) entitled *Economic Welfare, International Business and Global Institutional Change* published by Edward Elgar. The book should be in bookstores by June 2003. The volume examines the impact of institutions on international business and entrepreneurship and eventually on individual welfare.

**STEPHEN YOUNG** (University of Strathclyde), Stephen E. Guisinger (University of Texas) and Thomas L. Brewer (Georgetown University) have co-edited the recently released seminal book, *The New Economic Analysis of Multinationals* (Edward Elgar Publishing, Inc., 2003, ISBN 1-84064-154-1). The volume rigorously analyzes central topics in international business research while emphasizing a new dynamic research agenda, for theory, for empirical research and for public policy.

**MICHAEL Z. BROOKE**, (University of Manchester) has just released *New Product Development, Successful Innovation in the Marketplace* (The Haworth Press, Inc., 2002, ISBN 0-7890-1567-6), a book which examines the requirements of new product development in detail as well as in the context of corporate strategy.

**MARK CASSON** (University of Reading, UK) has recently published the second edition of *The Entrepreneur, An Economic Theory* (Edward Elgar Publishing, Inc., 2003, ISBN 1-85898-910-8) an analysis of the functions of the entrepreneur and the practice of entrepreneurship.

**EARL HONEYCUTT** of Elon University, John Ford of Old Dominion University, and Antonis Simintiras of University of Wales, Swansea have written a new book: *Sales Management: A Global Perspective* (London: Routledge, 2003, ISBN 0-415-30044-4). This text differentiates itself from existing sales management from a managerial perspective, a cross-cultural approach makes this book essential reading for sales management students and sales managers seeking to succeed in global sales. Besides covering a diverse range of topics, ten original case studies are included, featuring companies from the U.S., Europe, New Zealand, and Asia, are included in the text. All are designed to give sales students, salespeople, and their managers an explanation of what diverse cultures entail, and the dilemmas, situations, and problems that arise when selling across borders. For more information please visit [www.routledge.com](http://www.routledge.com)

**ANDERS BLOMSTERMO**, Former associate professor of Uppsala University and Stockholm School of Economics, Sweden and **D. DEO SHARMA** of Copenhagen Business School and Stockholm School of Economics, Sweden have recently co-edited *Learning in the Internationalisation Process of Firms* (Edward Elgar Publishing, Inc., 2003, ISBN 1-84064-662-4) a compilation of work examining the basic assumptions of the internationalisation process of firms.

**TIMO J. HAMALAINEN**, Director of Innovative Operations, Finnish National Fund for Research and Development, Finland has recently published *National Competitiveness and Economic Growth; The Changing Determinants of Economic Performance in the World Economy* (Edward Elgar Publishing, Inc., 2003, ISBN 1-84064-4540), a study of the historical paradigm shift which is transforming the political and economic makeup of societies across the globe.

**JONATHAN DOH** (Villanova University) and **HILDY TEEGEN** (George Washington University) announce publication of their edited volume, **Globalization and NGOs: Transforming Business, Government, and Society** (Praeger Books, 2003). NGOs have emerged as important stakeholders in discussions over the terms and conditions under which business, government, and multilateral institutions manage the process of globalization. In this book, the contributors track the growing importance of NGOs in an increasingly integrated global economy. Drawing from examples in the areas of international trade, the environment, economic development, human rights, and bio-agriculture,



authors describe how governments and business have responded to the emergence of NGO influence, and demonstrate how NGO activism has changed corporate strategy and public policy. They suggest that NGOs now exert a strong influence on corporate strategy, public policy, and business-government relations, and therefore cannot be ignored. The book offers observations and insights regarding ways in which NGOs advance their agenda, and provides suggestions for how government officials and corporate officers can make the best of their cooperation and collaboration with NGOs.

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## Members on the Move

**MAHMOOD A. ZAIDI** (Carlson School of Management at the University of Minnesota) has recently been elected a Distinguished Fellow of the North American Economics and Finance Association (NAEFA). NAEFA was founded in 1972 as an educational association dedicated to intellectual inquiry in all areas of theoretical and applied research related to economics and finance. Zaidi has also recently co-published *GLOBAL SKILLS SHORTAGES* (2002) with Malcom Cohen. His work with Malcom Cohen develops an operating concept for measuring labor shortages in the global context which has public policy implications for assessing the global capacity to meet occupational shortages across countries

**FIONA CHEETHAM, MORVEN MC EACHERN AND RICHARD PEARCE** have joined the Marketing Group at the University of Salford, UK. **FIONA CHEETHAM'S** interests are consumer behaviour and consumption – particularly with regard to collecting – and ethnography. She believes a contribution to consumer behaviour theory can be made by drawing on ideas generated in the fields of material culture and 'process' sociology and is currently researching the actor networks of collecting and consumption. **MORVEN MC EACHERN'S** interests also lie in Consumer Behaviour, in addition to Marketing Communications, Social Marketing and Retail Marketing. She is currently applying a modelling approach to researching Quality Assured Labelling Schemes, with specific reference to Rural and Urban Purchasing Behaviour. Finally, **RICHARD PEARCE'S** interests include cultural/social dimensions to (international) marketing communications, marketing ethics and the sociology of consumption. He favours qualitative/interpretative/critical methodologies, especially discourse analysis and is currently employing discourse analysis to evaluate ethical issues in environmental advertising.

# CHAPTER NEWS

## SOUTHEAST ASIA CHAPTER CONFERENCE

August 5-7, 2003  
Macau, SAR, China  
*cancelled*

After careful consideration, the Organizing Committee for the 2003 AIB Southeast Asia Regional Conference has decided to cancel this year's meeting due to the outbreak of Atypical Pneumonia in the South China area.

For more information, please contact Vanessa Chan Po Ying, Administrative Officer, at [vanessa@ln.edu.hk](mailto:vanessa@ln.edu.hk)

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## NORTHEAST USA CHAPTER CONFERENCE

October 2-4, 2003  
Manchester, New Hampshire

The 2003 Northeast USA Chapter of the AIB is entitled *Globalization in the Age of Technology* and will be hosted by the Southern New Hampshire University.

Deadline for submissions is **July 15, 2003**. For more information, please contact Massood V. Samii, Ph.D., at [msamii@minerva.snhu.edu](mailto:msamii@minerva.snhu.edu) or visit the conference web site at:

[http://acadweb.snhu.edu/International\\_Business/aibne.htm](http://acadweb.snhu.edu/International_Business/aibne.htm)

# The Multinational Business Review

is now published at  
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by the Boeing Institute  
of International Business  
John Cook School of Business



SAINT LOUIS  
UNIVERSITY

#### **Editor in Chief**

*Seung H. Kim, Ph.D.*

Dr. Seung Kim is a professor of international business and finance. Since 1984 he has served as the founding director of the Boeing Institute of International Business in the John Cook School of Business at Saint Louis University.

#### **Editor**

*Hongxin John Zhao, Ph.D.*

Dr. John Zhao is an associate professor of international business. He teaches courses in international business, Asian business and strategic management.

#### **Business Manager**

*Karen Schneider, MBA*

Ms. Schneider has more than 15 years experience in academic administration. She has been with the Boeing Institute of International Business since 1998.

*MBR has been named one of the five core journals in international business.*

*Journal of International Business Studies, 4th Qtr 2000*

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UNIVERSITY OF PENNSYLVANIA  
POSITION ANNOUNCEMENT  
MULTINATIONAL MANAGEMENT

The Department of Management of the Wharton School is recruiting for a tenure track position in Multinational Management. Although we have a preference for entry-level candidates, we would be willing to consider applications at all levels.

Multinational Management is a research area. Other areas include: Strategy, Organizational Behavior, Human Resources Management and Entrepreneurship. Applicants should be solidly grounded in one of these areas, or in a relevant social science discipline, and demonstrate strong international interests.

The Wharton School and the Department of Management The student body is very international and an innovative and exciting program is in place which will globalize the curriculum, students, and faculty. As Multinational Management is an integral part of the Department, faculty have a unique opportunity to pursue international and functional management interests in research and teaching.

Successful candidates will be able to demonstrate outstanding research potential as well as a strong interest and competence in teaching. Applicants for positions other than entry level should have a solid record of publication in first rate academic journals.

**Please indicate in your cover letter which areas you wish to be considered.** Send applications materials--cover letter, CV, sample publications and abstracts-- via E-mail with attachment (Word or Adobe Acrobat preferred) to: [recruiting@management.wharton.upenn.edu](mailto:recruiting@management.wharton.upenn.edu).

Please have 3 references forward letters of recommendation to:

*Chair, Department of Management  
The Wharton School  
University of Pennsylvania  
2028 Steinberg-Dietrich Hall  
Philadelphia, PA 19104-6370*

Applicants should send materials by November 1, 2003

*The University of Pennsylvania is an Equal Opportunity/Affirmative Action Employer, and is strongly committed to diversity within its community. Women and minority candidates are encouraged to apply.*

University of Wisconsin-Milwaukee  
School of Business Administration

**Notebaert Distinguished Chair of Global Studies  
and International Business**

**Nominations and applications are invited for the position of  
Notebaert Distinguished Chair of Global Studies and International  
Business in the School of Business Administration at the  
University of Wisconsin-Milwaukee.**

**Candidate must:**

- qualify for the rank of Professor with tenure in one of the six areas of the School (Accounting, Finance, Management, Management Information Systems, Marketing, Production and Operations Management) and
- be a respected and recognized scholar in global studies and international business

**Applicants should** have a solid record of publication in academic journals in the international business field, possess a strong research and publication record, and have outstanding teaching credentials. Also necessary are leadership skills, the ability to work with undergraduate and graduate degree programs, and to communicate with the business community.

**The position offers** an excellent salary and benefits package.

**The University of Wisconsin-Milwaukee (UWM)** is a major urban university committed to academic excellence. Located in the commercial and industrial hub of the State of Wisconsin, UWM is one of the two "doctoral cluster" campuses in the University of Wisconsin System and has a student enrollment of over 22,000. The School of Business Administration at UWM is accredited by AACSB at both undergraduate and graduate levels. It offers BBA (with eight major fields), Executive MBA, MS (with 12 areas of concentration), and Ph.D. degree programs. Over 66 full-time faculty members bring an impressive range of expertise to the School with advanced training and doctorates from some of the country's leading universities.

**Review of applications** will begin **1 September 2003**, and will continue until position is filled. Please send confidential applications/nominations to:

**Sarine Schmidt, Assistant Dean**  
School of Business Administration  
University of Wisconsin-Milwaukee  
PO Box 742  
Milwaukee, WI 53201-0742  
Fax (414) 229-6957 [shs@uwm.edu](mailto:shs@uwm.edu)

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