

LETTER FROM THE PRESIDENT

A Tale of Three Presidents

On the AIB board, we have three presidents: Immediate Past President (Lorraine Eden), President (Chuck Kwok), and President-Elect (Marjorie Lyles). I appreciate the election system of AIB which allows newly elected officials to learn from existing officials while they serve together. Last year, as the President-Elect, I learned a lot from Lorraine.

Chuck C. Y. Kwok Working with a dedicated committee, Lorraine and I collected the inputs of the fellows and the AIB membership at large and drafted the Mission-Vision-Values statement to provide some guiding principles for our organization. Such a statement influences the formation of our “Code of Ethics” and “Policy for AIB Annual Conference Selection,” both of which are available on the AIB website.

As the President now, I want to take advantage of the system of three presidents and plan to share the work among the three of us, partly to spread the load and partly to utilize their respective expertise. Of course, as the President, I shall bear the final responsibility. I would ask Lorraine, now our Immediate Past President, to be the AIB Executive Board member responsible for overseeing the implementation of the new AIB Code of Ethics and the two new Ethics Committees. I would also ask her to chair the AIB Publications Committee. I would ask Marjorie to chair the Chapters Committee. When Marjorie served on the AIB board as a Vice President years ago, she had experience working with the chapters. As the President-Elect now, working closely with our VPs-Administration (Hadi Alhorr, Helena Barnard, and Luis Dau), I hope she will help improve the governance and coordination among different regional chapters.

We want to form a membership committee. The objective is to reflect on how we can continue to grow the AIB membership. How should we work together with the regional chapters to expand membership? How should we take advantage of modern technology to enhance the value of AIB to members? How should we expand our Shared Interest Groups (SIGs) to attract international business scholars whose functional areas are on consumer marketing, economics, international

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finance and accounting, and so forth? Our VP-Administration elect, Luis Dau, agrees to coordinate with other board members to reflect on these issues.

Under the leadership of Alain Verbeke, *JIBS* Editor-in-Chief, *JIBS* continues to be a prestigious academic journal with a high impact factor. Our first double issue of *JIBP* (*Journal of International Business Policy*) has been published and mailed to AIB members in early June. Given the hard work of Sarianna Lundan (EIC) and her team of editors, we hope *JIBP* will become another prestigious journal of AIB before long. We encourage members of AIB to submit international business policy-related papers to this journal.

The AIB Minneapolis conference in June was a great success. I want to express our gratitude to JT Li, our VP Program for 2018, who organized a very good program and the generous support of the local hosts (Sri Zaheer, Dean of the business school at University of Minnesota, and Stefanie Lenway, Dean of the business school at University of St. Thomas). Our next conference will be hosted by the Copenhagen Business School, which is also very supportive. The theme of the conference is “International Business in an Unsettling Political and Economic Environment.” Looking at the current situation around the world, Maria Tereza Fleury (our VP Program for 2019) and I discussed and arrived at this timely conference theme. I am sure Maria Tereza is going to organize a very good program for us. Rebecca Piekkari, our VP Program for 2020, will assist Maria Tereza in organizing the pre-conference workshops.

I was born and raised in Hong Kong. I have always been curious why Hong Kong has never been a site for AIB conference. In the Far East, AIB conferences have been held in Nagoya, Seoul, Beijing, and Singapore. Though Hong Kong has long been recognized as a cosmopolitan city and an international financial center, AIB has never been there. One major factor is the high cost as the real estate of Hong Kong is among the most expensive in the world. JT Li and I, together with some dedicated AIB members, will try to line up financial and logistical support from the Hong Kong government as well as the leading universities in Hong Kong to explore if we can have our conference held in Hong Kong in summer 2020. Our AIB board members are excited about this possibility. I am sure many IB colleagues would love to see this vibrant Far East city as an AIB conference site. And the IB colleagues there are eager to showcase Hong Kong to IB scholars from different countries around the world. So far, we are making good progress. Please stay tuned!

Last but not least, I would like to express my gratitude to the three outgoing AIB board members: Mike Kotabe (Past President), Sarianna Lundan (VP Program for 2017), and Maria Alejandra Gonzalez-Perez (VP Administration). I was fortunate to overlap with them for one year when I served as the President-Elect. They set good examples to me in giving their time generously to AIB during their board tenure. On behalf of AIB, I want to thank them for their dedication and valuable service.

AIB Newsletter (ISSN: 1520-6262) is published quarterly by the Academy of International Business Executive Secretariat

For more information, please contact:

G. Tomas M. Hult, Executive Director,
Tunga Kiyak, Managing Director
Eppley Center
645 N Shaw Ln, Rm 7
Michigan State University
East Lansing, MI 48824

Tel: +1-517-432-1452
Fax: +1-517-432-1009
Email: aib@aib.msu.edu
<https://aib.msu.edu>

Executive Secretariat

Executive Director: G. Tomas M. Hult
Managing Director: Tunga Kiyak
Member Services Coordinator:
Kathy Kiessling

Treasurer: Irem Kiyak
Journals Coordinator:
Anne Hoekman
Communications Coordinator:
Dan Rosplock

Have a story for the newsletter? Submit your idea to newsletter@aib.msu.edu

Announcements

The most up-to-date announcements are also on our homepage at aib.msu.edu

AIB Secretariat Welcomes Dan Rosplock

As AIB's newly appointed Communications Coordinator, Dan Rosplock looks forward to supporting member engagement and collaboration across a full range of media platforms, including social media, print, and the academy's website.

Dan comes to AIB after serving as Digital Content Manager at the Biocomplexity Institute of Virginia Tech. In this role, he helped highlight the latest developments in agent-based modeling research and facilitated news coverage from national outlets including Forbes, Wired, BuzzFeed, and Vice, as well as local affiliates for NBC, Fox, and NPR.



Since completing his BA at Miami University and MA at Indiana University, Bloomington, Dan has worked continuously in higher education communications for over five years. He's joined in the greater East Lansing area by his husband, Dr. Gabriel Serna, their two-year-old son Elias, and two-month-old daughter Fatima.

JIBS Impact Factor

With the new Journal Citation Reports published in June 2018, *JIBS* has moved up in the rankings! The 2017 impact factor of 6.198 ranks *JIBS* as the #6 journal (of 209) in the Management category and the #9 journal (of 140) in the Business category.

JIBP Inaugural Issue

AIB's new journal, the *Journal of International Business Policy*, has now published its inaugural issue — celebrated with a “birthday bash” at AIB 2018 in Minneapolis — with the next issue to come in late fall 2018. AIB members receiving print copies of *JIBS* should automatically receive *JIBP* as well, and the issues are all freely accessible to anyone on SpringerLink for the time being (<https://link.springer.com/journal/42214>).



Letter from the Outgoing President

Lorraine Eden, AIB Immediate Past President

Looking Back, Looking Forward

Dear AIB Members,

Under our Bylaws the AIB president serves for one year from August 1 through July 31 of the following year so, on August 1, 2018, I completed my term as president and (with both relief and sadness) passed the baton to Chuck Kwok. The turnover has been very smooth. Chuck and I worked closely over the past year and he plans to do the same this year with me and president-elect Marjorie Lyles. In a professional association with a one-year presidency such continuity is important if a president wants to start and carry through any new initiatives.

AIB presidents, of course, work very closely with the AIB Secretariat and the AIB Board, and I perhaps more than most presidents have relied heavily on their advice and support for which I am very grateful. I also thank the outgoing members of the AIB Board: Mike Kotabe (past president), Sarianna Lundan (VP programs), and Maria Alejandra Gonzalez-Perez (VP administration). In my role as president I have also had the opportunity to work with AIB members all over the world – thank you for your support and your friendship over the past year.

As AIB president, I started some new initiatives and continued others that were the brain child of earlier presidents. Perhaps the most important – certainly for me the most time consuming – has been the new AIB Code of Ethics. I want to thank in particular Denis Arnold and Paul Vaaler, the chairs of the two new ethics committees, for taking on this responsibility.

I also worked closely with the AIB Board, Secretariat and many volunteers on new policies and committees. Chuck Kwok, Nakiye Boyacigglar, Rosalie Tung, Tunga Kiyak and I developed AIB's Mission, Vision and Values Statement, and a policy on Conference Locations. Several committees were set up to improve the effectiveness and efficiency of the services that AIB provides to its members including the AIB Chapters, Publications, and Teaching Resources committees.

A key innovation going ahead will be the new organizational structure, the AIB Shared Interest Group (SIG), adopted by the Board in Minneapolis. The SIG policy and application process, which I developed with Jeremy Clegg and the executives of WAIB and the Research Methods group, creates SIGs as subgroups within AIB organized around teaching, research methods, and other cross-cutting issue areas. I believe SIGs will be an important source of growth in AIB membership and leadership opportunities over the coming years.

Another happy initiative has been AIB anniversaries and birthdays. AIB celebrated its 60th anniversary in Minneapolis, together with almost all the AIB past presidents. We also launched AIB's new *Journal of International Business Policy* under editor-in-chief Sarianna Lundan, and the AIB History Project with Jean Boddewyn as AIB Historian and Lilac Nachum as Deputy Historian.

This past year, I have been at the helm for the launch of several new AIB ventures, all started with the goal of growing AIB by improving the value added that AIB provides to its members. Looking ahead, I hope that you too will exercise your voice, vote with your feet, and volunteer to play a leadership role within AIB. There are many opportunities, not only at the so-called "AIB World" level but also in AIB chapters, journals, publications, committees, and shared interest groups. Have fun. Give back. Get involved!



AIB 2019 Annual Meeting

Copenhagen, Denmark, June 24–27, 2019



Program Chair Maria Tereza Fleury



Call for Papers

Theme: International Business in an Unsettling Political and Economic Environment

Program Chair: Maria Tereza Fleury – Fundação Getulio Vargas, São Paulo, Brazil

Submission Deadline: November 28, 2018

Unpredictable and contradictory forces currently shape the international landscape, causing perplexity and challenging the basic assumptions of statesmen, managers and scholars. Over the last few decades, the world seemed to march towards open markets, institutional and even cultural globalization; the debate on convergent and divergent forces behind that process excited both the media and the academia, but direction and rhythm seemed clear. However, in the last years, frictions and ruptures in apparently consolidated premises, policies and behaviors, led to questioning of the previous global order, introducing a scenario of deglobalization, protectionism, and intolerance.

From the political standpoint, efforts aiming at an international trade orchestration are being put on reverse and the role of supra national institutions and regulatory issues questioned. Centrifugal forces are dividing economic blocks while the rising powers, especially China, are claiming active participation in world's governance. Challenges common to everyone, like environmental and social sustainability, move slowly. How many planets like earth will be needed so that people can have acceptable life conditions?

The digital economy fascinates due to its potential of change by breaking away from old production models. Internet of things, artificial intelligence, virtual reality, blockchain, big data, and analytical digital platforms are revolutionizing products and services, processes and communication. A by-product, an unpredicted outcome, is the threat to privacy and the rise of fake news, all exerting influence on important decision-making, giving rise to new regulatory schemes. Firms must reinvent their business models operating in global value chains that are continuously reconfiguring, seeking to cope with the shifting rules of competition. Individuals, who benefit from the digital economy, also dread losing their capabilities and fear redundancy.

Those challenges are not restricted to the borders of one single nation, but spill over regions, continents, questioning the traditional geographic units.

In this setting, International Business, as a field of knowledge that combines different disciplines, a myriad of theoretical and methodological perspectives, upon addressing big questions, possesses a privileged status in order to understand and take a stand.

In the early years of the new millennium, the rise of multinationals from emerging countries, as novel players in the global arena, have led the academic community to question its theoretical paradigms, which has enabled the creation of new models, typologies, thus denying, confirming, or extending existing theories. The current scenario demands the same promptitude of International Business researchers. The multinational firm remains important as a unit of analysis, but the analytical approaches demand other perspectives — multi-level analyses that will address the facts but also perceive the contradictions.

The goal of this year's conference is to discuss International Business in that unsettling political and economic environment. The future is not only uncertain, but it is more and more unpredictable, which brings extraordinary challenges for international management. How should governments, corporations prepare for such an unpredictable world? How should they design their policies and strategies when economic and political conditions shift so abruptly? What are the positive and negative effects for individuals and communities? Which analytical frameworks should the academia develop aiming to study those issues and provide support for decision making? We welcome papers addressing these topics.

Conference tracks:

- 1) The internationalization process and international entrepreneurship
- 2) Managing the value chain
- 3) International marketing
- 4) Consumer research
- 5) Global innovation and knowledge management
- 6) Global strategy, organization and management
- 7) International HRM, global leadership, and cross-cultural management
- 8) International corporate governance and financial management
- 9) Multinationals-government relationships
- 10) Emerging markets and emerging markets MNEs
- 11) Teaching IB
- 12) Conference track: IB in an unsettling political and economic environment
- 13) Local track: Business in society

AIB 2019 Submission Information

All submissions will be handled through the AIB online submission system. All manuscripts and proposals must be submitted by **November 28, 2018**. Please refer to the detailed submission instructions page for additional information on how to prepare and submit your submission. For up-to-date information about the conference and related events, please check the conference website at <http://aib.msu.edu/events/2019/>. Any questions regarding this call for papers should be addressed to the track chairs or the Program Chair, Maria Tereza.

Maria Tereza Fleury
Fundação Getulio Vargas, São Paulo, Brazil
Program Chair, AIB 2019 Annual Meeting
2019chair@aib.msu.edu

AIB 2018 Conference Recap

Minneapolis, Minnesota, USA

In June, 892 members of the Academy of International Business came together in Minneapolis, Minnesota, to take part in AIB's 2018 Annual Meeting.

This year's theme, "Global Business and the Digital Economy," was a perfect complement to our conference location, a city known for embracing technological innovation to build worldwide awareness of its local ventures. Our Community Engagement Tour provided an excellent example of how these strategies are being put into practice at the 3M global headquarters and Innovation Center.



Local highlights included the city's three downtown sports arenas, among them the US Bank Stadium which hosted both AIB's annual gala event and the 2018 Super Bowl. Regional Gay Pride celebrations and an atmosphere of excitement surrounding this year's World Cup provided a rich cultural backdrop for a fun, productive conference.

Unique Perspectives on the Global Digital Economy



Each program day was packed with opportunities for attendees to learn and share research ideas with fellow conference participants from around the world. This year, the Program Committee, led by Program Chair JT Li and his track chairs, arranged over 181 panels and paper sessions based on 831 submissions from 70 countries.

A diverse range of session topics highlighted the latest insights in international business scholarship, practice, and education. The theme of our 2018 conference was particularly well represented by sessions such as "Protecting Knowledge Across Borders in the Dig-



ital Age,” “Internationalization of Emerging Market Business Groups,” and “New Models of Global Business Education.”



Celebrating Sixty Years of International Business Leadership

In recognition of AIB’s 60th anniversary, a record number of former AIB presidents were in attendance at this year’s conference—fourteen in all. Taking advantage of their decades of institutional knowledge, a special townhall session was held where these leaders looked back on AIB’s historical evolution and shared their vision for where our organization will head in the future.

This year also marked the “birthday” of AIB’s second scholarly journal, the Journal of International Business Policy. Representatives from JIBP’s editorial board hosted special sessions on their submission process, which were capped off by a festive Birthday Bash, complete with cake.



Recognizing Excellence in IB

In keeping with tradition, AIB was privileged to host the recipients of four prestigious awards this year, which were presented by our senior Fellows:

- **Executive of the Year** was presented at the opening plenary to Chris Policinski, then-president and CEO of Land O’Lakes Inc. who led the company through one of its most explosive growth periods prior to retiring this June.
- **John Fayerweather Eminent Scholar** was given to Jeffrey D. Sachs of Columbia University for his work on global economic development and the fight against poverty.
- **International Educator of the Year** was awarded to Edward A. Snyder, for his innovative work as dean at the Yale School of Management.
- **AIB Presidential Recognition Award** was given this year to Ruben Vardanyan, a global impact investor and founding partner of the Moscow School of Management SKOLKOVO.

Our organization also owes a great deal of gratitude for the support provided by our host schools, led by Sri Zaheer, dean of the University of Minnesota’s Carlson School of Management, and Stefanie Ann Lenway, dean of the University of St. Thomas’s Opus College of Business.

AIB 2018 Awards

AIB Fellows' Awards



International Executive of the Year

Chris Policinski

President and CEO, Land O'Lakes, Inc.



International Educator of the Year

Edward A. (Ted) Snyder

Dean, Yale School of Management, Yale University

John Fayerweather Eminent Scholar Award

Jeffrey D. Sachs

Columbia University



JIBS Decade Award

Sponsored by Palgrave Macmillan

Gregory Jackson, Freie Universität Berlin

Richard Deeg, Temple University

"Comparing capitalisms: Understanding institutional diversity and its implications for international business"



Temple/AIB Best Paper Award

Sponsored by Fox School of Business, Temple University

Stephanie Wang, Indiana University

Dan Li, Indiana University

"Responding to Public Disclosure of Corporate Social Irresponsibility in Host Countries: Information vs. Ownership Control"



Alan M. Rugman Young Scholar Award

Vincent Meyer, EM Normandie

"Killing the Chicken to Teach the Monkeys: The Hybridization of Performance Management Practices in MNEs"



FIU/AIB Best Theory Paper Award

Sponsored by Florida International University

Elitsa Banalieva, Northeastern University

Charles Dhanaraj, Temple University

"Internalization Theory for the Digital Economy"



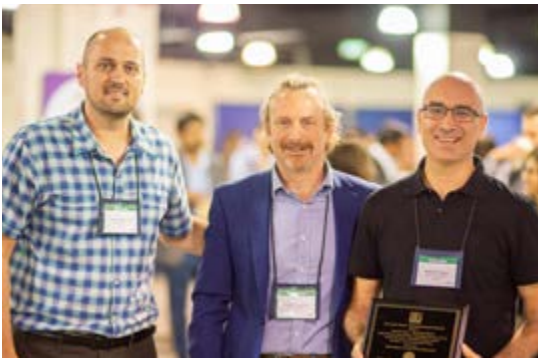
“That’s Interesting!” Award

Sponsored by Aalto University School of Business

Minyoung Kim, University of Kansas

Chang Hoon Oh, Simon Fraser University

“Multi-Colocation as Network: Types and Performance Implications of Structural Positions in Competitive Colocation Network”



Best Paper in Emerging Economies Research

Sponsored by Bryant University

Sadok El Ghouli, University of Alberta

Richard Carney, China Europe International Business School

Omrane Guedhami, University of South Carolina

He Wang, Renmin University of China

“Political Regimes and Corporate Social Responsibility”



CUIBE Award for Best Paper on International Business Education

Sponsored by the Consortium for Undergraduate International Business Education (CUIBE)

Frank Florinel Cotae, Mount Royal University

Jacqueline Musabende, Mount Royal University

“A Student and Instructor Review of Simulations as Experiential Learning Tools for IB Courses”



Best Paper Award in Research Methods

Sponsored by University of Sydney

Smita Paul, University of Auckland

Snejina Michailova, University of Auckland

“Twitching Hands’: Network Pictures as a Visual Method for Studying the MNE”



WAIB Woman of the Year Award

Rosalie L. Tung, Simon Fraser University

The following awards were announced at the conference, but the awardees were not present for a photo.

Peter J. Buckley and Mark Casson AIB Dissertation Award
Sponsored by Henley Business School and University of Leeds

Luis Ballesteros, George Washington University

“Firms’ Economic Reliance to National Markets and the Corporate Provision of Public Goods: Evidence from Corporate Disaster Philanthropy”

Sheth/AIB Award for the Best Doctoral Dissertation Proposal

Min Jung Kim, University of Minnesota

“The Temporal Dynamics of Industry Clusters and Firm Innovation”

WAIB Emerging Scholar Award

Danqing Wang, University of Hong Kong

Doctoral Stipend Recipients

Travel support funding was provided to the following 49 doctoral students who attended, and provided volunteer support by assisting at the registration desk and in the placement center along with being directional aides for the Minneapolis meeting. Travel stipends were provided through a generous contribution by the Sheth Foundation and individual donor contributions to AIB.

Zaheer Ahmed, University Technology Malaysia
Abdullah Al Mamun, University of Newcastle
Rameshwar Arora, Indian Institute of Management, Indore
Brittney Bauer, Saint Louis University
Rachel Chang, Universidade de Sao Paulo - FEAUSP
Martin Kang'ethe Gachukia, Riara University
Neriman Gokcay, Ozyegin University
Ana María Gómez Trujillo, EAFIT University
Irina Heim, University of Reading
Yu-Hsuan Hung, National Chengchi University
Osagie Igbini, University of Wolverhampton
Mohammad Javadinia Azari, Norwegian University of Science and Technology
Clark Johnson, Saint Louis University
Komal Kalra, University of Victoria
Helena Leathers, Anglia Ruskin University
Jeannie Eun Su Lee, University of Sydney
Tingting Li, Renmin University of China
Cheng Li, Western University
Zhixiang Liang, Concordia University
Jing Liu, Baruch College, CUNY
Wei Liu, University of Sydney
Lulu Liu, Renmin University of China
Larissa Marchiori Pacheco, FGV/EAESP
Everlyne Misati, Florida International University
Priyanka Munjal, Indian Institute of Foreign Trade
Hanna Niczyporuk, New York University
Johnson Okorhi, University of Port Harcourt
Adeniyi Olarewaju, University of Lagos
Luis Oliveira, University of São Paulo
Theresa Onaji-Benson, University of Pretoria
Jaykumar Padmanabhan, Indian Institute of Management, Bangalore
Chandan Hampapura Palaksha, Great Lakes Institute of Management
Philipp Paulus, Trier University
Rob Pidduck, University of Oklahoma
Ayushi Sharma, Indian Institute of Foreign Trade
Noman Ahmed Shaheer Siddiqui, University of South Carolina
Joey Soehardjojo, University of Warwick
Thanyaporn (Main) Soontornthum, Thammasat University
Alexander Tabares, University of Medellin

Chomsorn Tangdenchai, National Institute of Development Administration
William Vega, Renmin University of China
Davor Vuchkovski, University of Ljubljana
Joyce Wang, University of Texas at Dallas
Yihan Wang, HEC Montréal
Dipali Yadav, Indian Institute of Foreign Trade, Delhi
Su Yeon, Chunguk National University
Jintao Zhang, University of Newcastle
Danyang Zhu, Fudan University
Ziyan Zhu, Renmin University of China

WAIB Helping Hands Awards

The Women in the Academy of International Business provided Helping Hands Awards to assist the following AIB members to attend AIB 2018.

Chiu Shiam Chan, University of Sydney (Australia)
Lydia Qian Qian Li, Shanghai University (China)
Emine Satoglu, Izmir Katip Celebi University (Turkey)
Rishika Nayyar, Indian Institute of Foreign Trade (India)
Wenjun Tu, Ningbo University (China)
Zhihan Shen, City University of London (United Kingdom)

Area Scholars

Through the generous support of the Boeing Institute of International Business at Saint Louis University, three faculty members were selected to receive AIB Area Scholar Fellowships this year. The recipients each receive two years complimentary AIB membership, a complimentary meeting registration for the 2018 conference, and lodging paid by AIB to assist with traveling to the meeting.

Kshitija Joshi, National Institute of Advanced Studies, Bangalore (India)
Racheal Macharia, Riara University (Kenya)
Mehmet Ali Turkmenoglu, Mus Alparslan University (Turkey)

Junior Faculty Consortium Stipends

The following junior faculty members were awarded a travel stipend specifically to participate in the Junior Faculty Consortium at the 2018 AIB annual meeting.

Richard Adu-Gyamfi, International Trade Centre (Germany)
Wensong Bai, Zhejiang University of Technology (China)
Arindam Mondal, Shiv Nadar University (India)
Abrar Ali Saiyed, Indian Institute of Management, Ahmedabad (India)

AIB 2018 Conference Program Committee

The Academy of International Business extends sincere gratitude to our host institutions, the University of Minnesota and the University of St. Thomas, and the following members of the 2018 Program Committee for the countless hours they contributed preparing for the annual conference in Minneapolis.

PROGRAM CHAIR

JT Li - Hong Kong University of Science and Technology

PROGRAM CHAIR'S ASSISTANT

Daphne Cheung - Hong Kong University of Science and Technology

TRACK CHAIRS

Jorge Carneiro, FGV Sao Paulo

Alain Chong, University of Nottingham Ningbo

Luis Dau, Northeastern University

Margaret Fletcher, University of Glasgow

Ajai Gaur, Rutgers University

Yaping Gong, Hong Kong University of Science and Technology

Omrane Guedhami, University of South Carolina

Simon Harris, University of Edinburgh

Sumit Kundu, Florida International University

Marcus Møller Larsen, Copenhagen Business School

Dan Li, Indiana University

Sali Li, University of South Carolina

Peter Magnusson, University of Alabama

Ram Mudambi, Temple University

Seung Ho (Sam) Park, China Europe International Business School

David Reeb, National University of Singapore

Jennifer Oetzel, American University

Mariko Sakakibara, University of California, Los Angeles

Grazia Santangelo, University of Catania

Andreas Schotter, Western University

Christina Sichtmann, University of Vienna

Gracy Yang, University of Sydney

Jingtao Yi, Renmin University

Mary Zellmer-Bruhn, University of Minnesota

PRE-CONFERENCE PROGRAM COORDINATOR

Maria Tereza Leme Fleury - Fundação Getulio Vargas

JIBS PAPER DEVELOPMENT WORKSHOP CHAIRS

Stav Fainshmidt, Florida International University

Alain Verbeke, University of Calgary

JIBP PAPER DEVELOPMENT WORKSHOP CHAIRS

Sarianna Lundan, University of Bremen

Ari Van Assche, HEC Montreal

DOCTORAL CONSORTIUM CHAIR

William Newburry, Florida International University

JUNIOR FACULTY CONSORTIUM CHAIR

Elizabeth L. Rose, University of Leeds / Aalto University

RESEARCH METHODS CLINICS COORDINATORS

Stewart Miller, University of Texas San Antonio

Agnieszka Chidlow, University of Birmingham

PLACEMENT SERVICES DIRECTOR

Hadi Alhorr, Saint Louis University

BUCKLEY AND CASSON AIB DISSERTATION AWARD SELECTION COMMITTEE

Sumit Kundu, Florida International University (Chair)

Shige Makino, Chinese University of Hong Kong

David Reeb, National University of Singapore

Marcus Møller Larsen, Copenhagen Business School

TEMPLE/AIB BEST PAPER AWARD SELECTION COMMITTEE

Ivo Zander, Uppsala University (Chair)

Davina Vora, SUNY, New Paltz

Christine M.K. Chan, University of Hong Kong

Mila Lazarova, Simon Fraser University

RUGMAN YOUNG SCHOLAR AWARD SELECTION COMMITTEE

Klaus Meyer, Western University (Chair)

Snejina Michailova, University of Auckland

Douglas Dow, University of Melbourne

Petra Christmann, Rutgers University

FIU/AIB BEST THEORY PAPER AWARD SELECTION COMMITTEE

Sumit Kundu, Florida International University (Chair)

Peter J. Buckley, University of Leeds

JT Li, Hong Kong University of Science & Technology

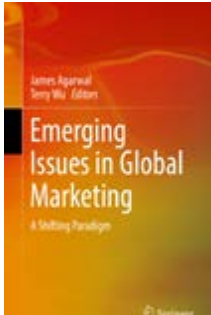
LOCAL COMMITTEE CHAIRS

Sri Zaheer, University of Minnesota

Stefanie Lenway, University of St. Thomas

Just Off the Press

Featuring newly published titles from AIB members



Emerging Issues in Global Marketing: A Shifting Paradigm (Springer, 978-3319741291), edited by **James Agarwal** (University of Calgary, Canada) and **Terry Wu** (University of Ontario Institute of Technology, Canada), brings together a distinguished team of scholars to present and analyze emerging issues in global marketing. This book examines emerging theories, frameworks, and applications of global marketing for the 21st century. It highlights how global marketing is changing in a globalized and digital economy that is fast increasing in complexity and uncertainty. The traditional approach to global marketing is no longer sufficient to address the emerging issues in global markets. Global companies need to challenge traditional assumptions in global marketing in an era of shifting political, cultural, economic, and technological changes. They need to take a fresh look at the contemporary threats and opportunities in markets, institutions, and technology and how they affect entry and expansion strategies through careful re-calibration of the marketing-mix. This book offers new insights for global marketing that addresses these issues.

Despite a flood of books on many aspects related to China and China business, there is still a great deal of misunderstanding among western audiences. How fast is China “really” growing? Is Cheap China a thing of the past? Can China innovate? How does culture affect Chinese business and management behaviour? What is happening in the financial sector? What about corruption? How real is the proverbial China threat to Western firms? Will it all end up in tears? In *Understanding a Changing China: Key Issues for Business* (Routledge, 978-1138203754), Howard A. Davies (The Hong Kong Polytechnic University, Hong Kong) and **Matevz Raskovic** (Victoria University of Wellington, New Zealand) have produced a book that cuts across the disciplines to address the “key issues” defining the China business phenomenon. This book helps understand the social, economic, business, political and environmental forces which are re-shaping China as an environment for doing business.

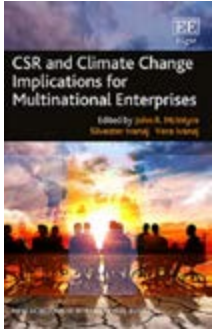


The Ethical Professor: A Practical Guide to Research, Teaching, and Professional Life (Routledge, 978-1138485983), by **Lorraine Eden** (Texas A&M University, USA), Kathy Lund Dean (Gustavus Adolphus College, USA) and **Paul M. Vaaler** (University of Minnesota, USA) provides a guide to managing the ethical dilemmas that graduate students and new faculty members often face as they build a career in the Academy. Success as a researcher, teacher, and service provider seems straight-forward and achievable with imagination, dedication, and hard work. But there are also ethical pitfalls to avoid! Examples include: publishing related articles that might border on self-plagiarism; getting so familiar with students that it threatens objective grading; reviewing papers when you are less than “blind” about authors’ identities. *The Ethical Professor* helps readers identify, analyze, and respond helpfully to these and other ethical issues. Informed by research and personal experience, *The Ethical Professor* is a must-read for new graduate students, faculty hires, and their department and college leaders.

Macro Talent Management: A Global Perspective on Managing Talent in Developed Markets (Routledge, 978-1138712386) and *Macro Talent Management in Emerging and Emergent Markets: A Global Perspective* (Routledge, 978-1138602595) – both edited by **Vlad Vaiman**, California Lutheran University, USA; Paul Sparrow, Lancaster University, UK; Randall Schuler, Rutgers University, USA; and **David G. Collings**, Dublin City University, Ireland – serve as guides that orient the reader toward activities that increase their country’s global competitiveness, attractiveness,



and economic development through strategic talent management. These books bring together leading experts from around the world to address such issues as cross-border flows of talent, diaspora mobility, knowledge flows, global labour markets, and policies. Bringing together research from the fields of human resource management, international business, economic geography, comparative international development, and political economy, these books offer a definitive, comprehensive treatment of the topic aimed at advance students and practitioners.



Climate change is one of the most salient challenges expressed in the seventeen interconnected UN Sustainable Development Goals. A greater impetus has emerged in recent years for larger corporations to assume a pivotal role in framing the issues of climate change-focused policy, and this collection of leading-edge research addresses the fast-evolving role of multinational enterprises as agents of change in standard development and as diffusers of innovation in solving sustainability problems. *CSR and Climate Change Implications for Multinational Enterprises* (Edward Elgar, 978-1786437754), edited by **John R. McIntyre** (Georgia Institute of Technology, USA), Silvester Ivanaj (ICN Business School, France), and Vera Ivanaj (Université de Lorraine, France), presents a unique lens to address generic issues and how they manifest and find resolution in various industry sectors, from the perspective of different disciplines ranging from logistics to finance to ethics. Contributors offer contrasting views on how corporate social governance best addresses the sustainability implications of climate change, seeking innovative ways to incorporate environmental stewardship in policy design and operational firm-level concerns.

Rich in examples from the real world, *International Entrepreneurship* (Edward Elgar, 978-1785365447), by **Antonella Zucchella** (University of Pavia, Italy), **Birgit Hagen** (University of Pavia, Italy), and **Manuel G. Serapio** (University of Colorado, USA), illustrates how theory and practice go hand in hand. Specially designed for courses and tutors of International Entrepreneurship, this essential text discusses the opportunities and challenges facing internationalising entrepreneurial ventures. With clear and concise explanations of the current literature, the subject is explored from the different perspectives of social, cross-cultural and comparative entrepreneurship, as well as including analysis of the relationship to marketing and finance. A dedicated overview illustrating the state of the art from the point of view of International Entrepreneurship, rather than from a general business context, allows students to build in-depth knowledge on the topic from a single resource, and interesting and accessible international case studies provide insight into how real companies handle modern issues, preparing students for future entrepreneurial ventures.



AIB would like to share newly published titles with an international business focus authored or edited by its members in the Just Off the Press section. Email your announcement, following the style of the entries above, to newsletter@aib.msu.edu. Please limit your entry to 150 words.

Research Methodology Special Interest Group (RM-SIG)

Recent activities

The RM-SIG was busy during the recent AIB meeting in Minneapolis. For the third year running, it sponsored six pre-conference workshops and, during the conference, 17 research methods clinics and a “minute” clinic. The workshop line up was as follows:



Qualitative Data Analysis

Course instructor: Anne Smith, University of Tennessee

Introduction to Structural Equation Models

Course instructor: Larry J. Williams, University of Nebraska

An Introduction to Multi-level Analysis

Course instructor: Robert Vandenberg, University of Georgia

Intermediate SEM: Model Evaluation

Course instructor: Larry J. Williams, University of Nebraska

Intermediate Multi-level Analysis

Course instructor: Robert Vandenberg, University of Georgia

Identification in IB Empirical Research

Course instructors: Miles Shaver and Joel Waldfogel, University of Minnesota)



The University of Sydney sponsored the Best Paper Award in Research Methods, which this year was awarded to Smita Paul and Snejina Michailova (University of Auckland) for their paper: “Twitching Hands’: Network Pictures as a Visual Method for Studying the MNE.” The award will be offered again in 2019, so now is the time to start planning a methods-related submission to the next AIB meeting.

The RM-SIG produces a biannual newsletter about methods-related events and issues. All AIB members are welcome to contribute content. The latest newsletter (issue 5), as well as all past issues, can be found at: <https://rmsig.aib.world/newsletter/>.

Planning for RM-SIG events at next year’s conference in Copenhagen is already underway. To keep up with developments, visit our website: <https://rmsig.aib.world/>.



The 39 Country Initiative Update

Case teaching workshops and shipment

The 39 Country Initiative was founded in 2010 by Professor Paul Beamish, and has been supported by the Academy of International Business for several years. Its mission is to provide current, relevant teaching materials and pedagogical skills development to higher educators with a view to improving management education in the world's 39 lowest income countries. The 39 Country Initiative team is proud to share this update on its latest outreach activities:

One of the key activities for the 39 Country Initiative is to promote the use of the Ivey case collection at no cost within universities in the world's 39 poorest countries. Yet, many faculty members in these countries also seek help in understanding how to teach with cases. Co-sponsored by the Academy of International Business and Ivey's International Business Institute, two case teaching workshops took place in French on December 18-19, 2017. The first, hosted at the African School of Economics in Cotonu, Benin, was attended by 32 participants from 24 institutions in six West African countries. The second was hosted at the Université Caraïbe in Port-au-Prince, Haiti. Fifteen participants from 5 institutions took part in the workshop. Registration in both workshops was free for interested local faculty.



Above: Group photo of the participants at Benin Workshop (African School of Economics)



Left: Group photo of the participants at the Haiti workshop (Université Caraïbe)

Professor Stephan Vachon from the Ivey Business School at Western University facilitated the workshop in Haiti and noted, "It was a great experience with great people! The participants embraced the case method and were very active in the different exercises and during the mock class. Kudos to Université Caraïbe for being an outstanding host."

Professor Elie Chrysostome from the State University of New York, Plattsburgh, facilitated the workshop in Benin and commented, “The Case Teaching Workshop was a great success for the participants from Benin, Niger, Cameroon, Burkina Faso, Ghana, and Ivory Coast. They all expressed great interest in the case teaching method and were very motivated. It’s obvious that they have clearly realized the relevance of the case teaching method for the quality of the education delivered by their institutions. Their participation during the discussions was impressive. They greatly appreciate having the opportunity to have access to Ivey cases without cost. The message that I got is that in the months to come, they will start using cases in their classrooms.”



Above: Professor Elie Chrysostome in Benin.



Shipping materials to higher education institutions in the 39 countries is another of the Initiative’s key activities. Sponsored in part by the AIB, our latest 10-ton container shipment of books, journals, and course packs departed Ivey in September and arrived at the University of Dar es Salaam, Tanzania, in November. It included material from Ivey, Western University, University of Windsor, Wilfrid Laurier University and North Dakota State University. This shipment is the fifth to date, with the previous four sent to business schools in Ethiopia, Ghana, and Kenya.

Left: Unpacking the shipment at the University of Dar es Salaam, Tanzania.

Despite this progress, there is still more to be done. We are always looking for people who are interested in helping. To explore ways for you to be involved, please visit our website: <https://www.ivey.uwo.ca/internationalbusiness/39-country-initiative/> or contact Professor Paul Beamish at pbeamish@ivey.ca. Our thanks to Stephan and Elie regarding the workshops, the many people involved with the shipment, and the AIB for its support.

**SEE HIGHLIGHTS
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Upcoming Conferences

Events of interest to the AIB community

UNCTAD Multi-Disciplinary Academic Conference: Setting the Future Investment Research Agenda



On October 25, the UNCTAD Academic Network on Investment will gather scholars of international business, economics, law, and other relevant fields for a day-long multi-disciplinary academic conference focusing on key themes that are expected to shape the international business and development landscape in the coming years, co-organized in partnership with AIB and the Society of International Economic Law. Discussions will explore emerging

trends for future research in investment and multinational enterprises; produce a “Future Investment Research Agenda”; and identify a list of opportunities for collaboration between researchers and UNCTAD’s Investment and Enterprise Division.

Some of the featured participants for this conference include AIB Executive Director Tomas Hult and AIB Fellows and past presidents Lorraine Eden and Peter Buckley. Learn more about attending this World Investment Forum 2018 event in Geneva, Switzerland, at <http://worldinvestmentforum.unctad.org/session/multidisciplinary-academic-conference/>.

Localization of the SDGs: Accelerating the Implementation of the 2030 Agenda

There are 17 SDGs and 169 targets included in the 2030 Sustainable Development Agenda. These were defined to have universal coverage, with an emphasis in “ensuring no one is left behind.” This means not only that inclusion, empowerment, and non-discrimination are at the core of the agenda, but also underlining the differences in national and sub-national contexts. Therefore, localizing the SDGs is critical in the achievement of the 2030 Agenda and a sustainable and inclusive territorial development.

To address this Agenda, the World Bank’s Senior Vice Presidency for the 2030 Development Agenda, the Academy of International Business, and the *Journal of International Business Policy* are planning a special conference on “Localization of the SDGs: Accelerating the Implementation of the 2030 Agenda.”

This conference will take place at Universidad EAFIT, Medellin, Colombia, December 7, 2018. Contact Prof. Dr. Maria Alejandra Gonzalez-Perez (mgonza40@eafit.edu.co) for more details.

Other Upcoming AIB Conferences

AIB US-West Chapter Annual Conference

October 18–20, 2018
Denver, Colorado, USA

AIB US-Northeast Chapter Conference

October 19–20, 2018
Philadelphia, PA, USA

AIB US-Southeast Chapter Annual Conference

November 1–3, 2018
Nashville, TN, USA

AIB Oceania (formerly AIB-ANZ) Chapter Annual Research Symposium & PDW

November 16–17, 2018
Melbourne, Australia

AIB Southeast Asia Chapter Annual Conference

December 6–8, 2018
Hong Kong, SAR-PRC

AIB Latin America Chapter Conference

March 14–16, 2019
Cochabamba, Bolivia

AIB UK and Ireland Chapter Conference

April 25–27, 2019
Brighton, England

AIB Annual Conference

June 24–27, 2019
Copenhagen, Denmark

AIB Fellows

Selected in 2018



From left to right: Mary Yoko Brannen (selected in 2017; inducted in 2018) plus new inductees for this year: Sarianna Lundan, Peter Williamson, Bodo B. Schlegelmilch, Rebecca Piekkari, Sea Jin Chang, Eric W.K. Tsang.

The AIB Fellows is a distinguished group of AIB members recognized for their contributions to the scholarly development of the field of international business. The AIB Fellows participate in the activities of the AIB by choosing the International Educator of the Year, International Executive of the Year, and Eminent Scholar awardees annually. The Fellows also organize one or more panel sessions at the AIB annual meeting each year and serve as hosts for small group discussions on IB-focused topics. Newly inducted members joining the AIB Fellows in 2018:

Sea Jin Chang, *National University of Singapore and Korea Advanced Institute of Science and Technology*

Anne-Wil Harzing, *Middlesex University London (not pictured; will be inducted in 2019)*

Sarianna Lundan, *University of Bremen*

Rebecca Piekkari, *Aalto University School of Business*

Bodo B. Schlegelmilch, *WU Vienna University of Economics and Business*

Eric W.K. Tsang, *University of Texas at Dallas*

Peter Williamson, *University of Cambridge*

CONNECT WITH AIB



New Members of the AIB Community

Welcome to the following 178 new members who joined AIB between April 1, 2018, and July 31, 2018.

Päivi Aaltonen	Richard Gasparini	Rachael Macharia	Amani Shajera
Mirzokhidjon Abdurakhmonov	Michael Gerlich	Martha Mancilla	Osama Shamsi
Zsolt Abraham	Liza Gernal	Jiye Mao	Ednaldo Silva
Helen Aderemi	Debraj Ghosal	Alfred Marcus	Nastaran Simarasl
Kinfu Adisu	Neriman Gokcay	Garima Mathur	Edward A. Snyder
Eugene Terungwa Agoh	Marica Grego	Ali Medabesh	Joey Soehardjojo
Saima Ahmad	Agnes Guenther	Kohei Mishima	Lalit Solanki
Ali Ahmed	Sunhwan Gwon	Jacqueline Musabende	Rashi Sonal
Krisztina Andras	Michael Hamilton	Radu Cristian Musetescu	Joyce Steffan
Daniel Andrews	Seungmin Han	Jackson Musona	Wayne Stewart, Jr.
Marat Atnashev	Ai He	Fridah Musya	Hong Kee Sul
Jesus Baca	Brady T. Hodges	Phyu Myint	Liudmyla Svystunova
Ashjan Baokbah	Carla Holloway	Sandra Núñez	Aneliya Töke
Jay Barney	Hakaru Iguchi	Vipin Negi	Kar Yan Tam
Subash Bijlani	William il-Kuk Kang	Josiah Njeru	Sailesh Tanna
Parnell Black	Akie Iriyama	Ian Norris	Magdalena Teissandier
Janet Brugger	Ojo Olukayode Iwaloye	Kubilay S. L. Oakan	Mohammad Aajan Toorialay
Paulo Buchuk	Vahid Jafari Sadeghi	Isaac Omwancha	Mehmet Turkmenoglu
Kevin Castle	Jason Lu Jin	Biswadeep Palit	Jan Anton van Zanten
Jen Nie Chan	Karl Johannson	Tapas Ranjan Panda	Robert J. Vandenberg
Rachel Chang	Kshitija Joshi	Rudresh Pandey	Sara Vardi
Kavita Chavali	Morris Kalliny	Shankar Pandrangi	Stanislav Vavilov
Xiao Long Chen	Sai Chittaranjan	Manoj Pant	Ajith Venugopal
Yan Chen	Kalubandi	Hyun Mi Park	Doris Viengkham
Zhen Chen	Sandeep Kathuria	Bruno Pereira	Tyson Weaver
Hyo Eun Cho	Ibrahim Keles	Patryk Perkowski	Jiang Wei
Kyuyeong Choi	Nilufar Khakimova	David Pervin	Jon R. Wendt
Christine Cote	Saad Khan	Julissa Pichardo	Larry J. Williams
Corene Crossin	Dong-Hyu Kim	Robert Pidduck	Aiqi Wu
Victor Cui	Mina Kim	Adam Potter	Junjie Wu
Anne D'Angelo	Namsu Kim	Yaw Prempeh	Xiaobo Wu
Oussama Darouichi	Roselynn Kainyu Kinyamu	Emmanuel Kweku Quansah	Tianjiao Xia
Thomas DeBerge	Peter Kiss	Adriana Ramirez Rocha	Hongqi Xu
Hannah Decker	Edyta Korpas	Al-noor Rawjee	Nate Xu
Richard Deeg	Justin Kraemer	Ting Ren	Dipali Yadav
Steven John DeKrey	Sarah Ku	Matias Rojas Delay	Hongyan Yang
Fabrizio Dell'Acqua	Robert Kudrle	Shireen Rosario	Xi Yang
Kevin Du	Gloria Kumawu	Joseph Rottman	Tong Yin
Mina Fanea-Ivanovici	Silky Kushwah	Rosa Ruiz	James Tan Yon Tat
Omer Farooq	Paul Lane	Darby Sanchez	Hyungseok Yoon
Suresh G.K.	Dehui Li	Francesca Sanguineti	Ben Zhang
Isabel Galvis	Miaochan Li	Hiroyuki Sasaki	Yuyi Zhang
Alan Gamlen	Lulu Liu	Zhaleh Semnani-Azad	Weiyi Zhao
Paola Garrone	Martin Lockett	Jeongseon Seo	Yifan Zhong
	Danni Ma	Shyamala Sethuram	Zijing Zhou