

A SHORT HISTORY OF THE ACADEMY OF INTERNATIONAL BUSINESS

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The Academy of International Business (AIB) is now more than 60-years old – firmly acknowledged as the leading worldwide association of teachers, researchers and program administrators primarily interested in how firms trade and direct-invest outside their own country of origin.

Such longevity did not happen without tribulations, but mostly with progressive adjustments worth recounting in this short history which retraces the major events and highlights the key people who helped create both a new field of study and a grouping of academics focused on the international operations of business firms. By so doing, we are complementing the history of the first 25 years of the *Association for Education in International Business* (as the AIB originally was called), as recounted in 1986 by John Fayerweather, the key founder of our association.

FOUNDING OUR ASSOCIATION

When WWII ended in 1945, there were fewer than 75 independent countries in the world although half a dozen of them had multiple colonies that – starting with India’s independence from the United Kingdom in 1947 – progressively became new nation-states. There are nearly 200 independent countries today. International trade and investment were bound to grow among this increasing number of nation-states, each one short of some basic resources, intermediate goods and/or final products, many of them new ones, although many other factors also favored this growth.

Yet, by the 1950s, scholars studying international business (IB) issues were still largely limited to examining: (1) the export and import activities of firms; (2) the economic, political and regulatory factors affecting the latter; and (3) the basic theories such as “comparative advantage” long available to explain foreign trade.

Meanwhile, the fast-growing phenomenon of the “direct”¹ foreign-investment operations of mostly large enterprises (now called “multinationals”) after World War II still had to be more fully identified, analyzed and interpreted, thereby creating a new field of IB study and the potential for an association of academics bent on examining these novel and exciting developments.

In this context, it is worth noting that, at the end of the 1950s in the United States, there were only about 100 professors teaching cross-border IB topics in courses other than International Economics or International Finance. Only the American Marketing Association was thinking then of developing a new type of international course and a related academic program. While early IB academics were typically attached to a particular functional field such as marketing, economics, finance or management, some of them came to support the creation of an association for international studies not readily possible within their then primary membership body.

In this context, Professor John Fayerweather, who successively taught a novel International-Management course at Harvard, Columbia and New York Universities, started corresponding during the 1950s with a dozen academics also interested in “U.S. companies abroad.” Besides, he was encouraged to develop knowledge about the new “foreign direct-investment” (FDI) phenomenon by corporate executives – primarily, the business members of the Education Committee of the National Foreign Trade Council in New York. Ultimately, 15 professors and four businessmen² adopted at a meeting of this Committee in New York City a constitution for a new body to be named the *Association for Education in International Business* (AEIB) on 17 November, 1958.

FIRST INITIATIVES

The original “AEIB” name reflected the immediate need of gathering and sharing a new kind of IB knowledge – a goal which explains our association’s original three goals: (1) exchanges of information and ideas among colleagues regarding IB course and curriculum development; (2) research activities limited, at first, to providing additional IB data for educational purposes; and (3) professionalization of the new field through a distinct association. Research, as it is known today, was not a primary objective at this early stage.

John Fayerweather of New York University’s Graduate School of Business Administration served as the AEIB’s first Chairman. He was chosen by consensus as the first leader because he had emerged as “the center man” in the initiation and nurturing of the contacts that led to the founding of the AEIB. Several schools provided the other key officers in these early years – sometimes for brief periods only: San Francisco State College’s School of World Business with Lawrence Dowd, the University of North Carolina at Chapel Hill with Jack Behrman, the Wharton School at the University of Pennsylvania with Roland Kramer, the University of Washington in Seattle with Endel Kolde, and Bowling Green State University from where William Hoskins came to serve as the AEIB’s original Secretary and Treasurer.

It is worth noting that the Thunderbird School in Phoenix, Arizona, which had introduced a Master of Foreign Trade program in 1952, did not take part in these new developments. It later renamed the degree it grants “Master of International Management.”

The new AEIB association had only 85 members at the outset despite an “ever growing list of them” and annual dues of only US\$3. Still, the first three years were difficult because hardly any members volunteered for the crucial positions of Secretary and Treasurer although Professor Jack Behrman of the University of North Carolina

did so despite his responsibility as U.S. Deputy Assistant Secretary of Commerce. A majority of early AEIB members had a Marketing orientation but the new association kept broadening itself into all business-school subfields such as Economics, Management, Finance and Human Relations. Table 2 in the Appendix lists the association's membership numbers through time.

The first AEIB leaders typically sought and obtained the support of a Department Chair, a School Dean and/or a University Provost or President who shared their vision of the importance and evident development of international trade and investment in more parts of the world. Thereafter, elected AEIB officers had to continuously gather the human, financial and organizational resources essential for running and growing an organization physically based in the United States but with leaders who progressively came from anywhere on this globe. Financially, the young organization had to collect enough membership dues and conference-registration fees to pay its bills, besides benefiting from the time release granted by schools to faculty members serving as AIB officers.

Where to meet each year originally alternated between: (1) the late-December meeting of the Allied Social Sciences Associations (ASSA) in various big U.S. or Canadian cities, and (2) the November gathering of the National Foreign Trade Council (NFTC) in New York City although the late-December meeting date prevailed for a while after 1963. The first AEIB conferences were held in New York City in 1958 for its founding and in Washington, DC the following year. They lasted only a half-day and they were limited to the presentation and discussion of a couple of papers. Starting in 1973, AIB stopped meeting in December with the Allied Social Sciences Association and successively switched to November, then October and, more recently, to late June-early July to schedule its own independent 3-day conferences.

EARLY GROWTH

The first independent AEIB panel took place in November 1959 on “Educational Approaches to Preparing for International Management.” It formally set in motion the central function of the early AEIB which was *to exchange data, ideas and experiences among its members*. “Hence, an early consensus developed that membership should be restricted to “persons actively associated with education and research in international business” although there were also, at first, a few business members linked with the National Foreign Trade Council and the U.S. research firm Business International, Inc.

Early interest also developed in: (1) the objectives of IB teaching; (2) what was being done outside the United States to teach IB; (3) “the levels of teaching”— whether undergraduate and/or graduate – appropriate for different subjects; and (4) the needs and ways of training business and management people – particularly in the context of the applicability of U.S. practices to the different circumstances that firms faced when operating abroad.

Consequently, exchanges of course outlines and teaching materials were very active at first, and led to a simple survey of currently taught IB courses with their credit hours, which led John Fayerweather to publish in a list of existing IB course offerings grouped by subject matter and identifying the schools that offered them.

Altogether, by 1960, the central objective had been swiftly achieved of establishing an organization capable of satisfying the common desire for professional communication.³ Subsequently, a planning committee in 1961-1962 listed potential AEIB activities including the publication of the members’ research projects “in order to avoid duplication of research topics and to form a closer community of interests with business and government.” Even creating an AEIB Journal was contemplated at this early time.

FIRST IB BOOKS, TEXTBOOKS AND FILMS

International-business historian Mira Wilkins has pointed out that there have long been company histories that highlighted the international activities of these firms – as in the 1955 Hidy and Hidy historical film of the Standard Oil Company of New Jersey. There were also the National Planning Association monographs of the 1950s and early 1960s that dealt with a particular company in a specific country (e.g., Sears Roebuck in Mexico, 1953). In addition, major governments around the world issued “Doing Business In” monographs that analyzed major national markets. Still, according to Professor Wilkins, the earliest “truly IB” historical study is that by F.A. Southard, *American Industry in Europe*, which came out in 1931.⁴

Other early IB books worth mentioning are Edward R. Barlow’s (1953), *Management of Foreign Subsidiaries* (Cambridge, MA: Harvard University Press) and John Dunning’s (1958) *American Investment in the British Manufacturing Industry* (London: Ruskin House). Mira Wilkins’ own 1964 path-breaking book with Frank Ernest Hill on *American Business Abroad: Ford in Six Continents* was the first postwar academic publication with a real “IB” perspective and content.

Among the publications first used to teach and develop IB knowledge were Barlow’s *Management of Foreign Manufacturing Subsidiaries*; Dunning’s *American Investment in British Manufacturing Industry* (mentioned above); John Fayerweather’s *The Executive Overseas* (New York: Syracuse University Press, 1959) and his *Management of International Operations* (New York: McGraw-Hill, 1960); Frederick Harbison and Charles A. Myers, *Management in the Industrial World* (New York: McGraw-Hill, 1959); Edward Hall, *The Silent Language* (New York: Doubleday, 1959); and Harlan Cleveland et al., *The Overseas Americans* (New York: McGraw-Hill, 1960). All of these authors, except John Fayerweather, came from academic fields other than business.

In addition, Richard Robinson, John Fayerweather and others produced films to illustrate the different customs and requirements prevailing abroad. Meanwhile, the American University Field Staff (AUFS) organization supported a number of U.S. scholars posted in various countries to report on major developments in the latter – as Richard Robinson (MIT) did for a while from Turkey.

Even more important, textbooks were needed to diffuse and facilitate the study of IB as a subject distinct from related ones such as international economics. In the United States, Richard D. Hays, Christopher M. Korth and Manucher Roudiani published in 1972 their pioneer textbook *International Business: An Introduction to the World of the Multinational Firm* (Englewood Cliffs, NJ: Englewood Press). Shortly thereafter, Stefan Robock and Kenneth Simmonds came out with *International Business and Multinational Enterprises* (Homewood, IL: Richard D. Irwin) in 1973. John Daniels (then at Pennsylvania State University), Ernest W. Ogram, Jr. (then at Georgia State) and Lee H. Radebaugh (then at Pennsylvania State University) published the first edition of their long-lasting *International Business Environments and Operations* textbook in 1976 (Reading, MA: Addison-Wesley Publishing). Also available in the early years but less widely adopted were Roy Blough's *International Business: Environments and Adaptations* (New York, McGraw-Hill, 1966) and Virgil Salera's *Multinational Business* (Boston, MA: Houghton Mifflin, 1969) which already used the "M" word.

MANAGING THE YOUNG ORGANIZATION

The founders of the new association had to be "jacks of all trades" because they had to recruit enough members for the new body to become visible and viable, to enlist good people to assist and eventually succeed them, to collect dues and fees, to write and

circulate a newsletter, to compile and distribute a roster of members with their addresses, to list the recent publications of the latter – and the like.

The founders also had to put their new organization “on the academic map” by gaining visibility and credibility while competing against strong rival organizations in such established fields as economics, finance, marketing and accounting that were also opening themselves up to the international dimensions of their subjects – for example, the “International Management Division” of the Academy of Management, which was created in 1970.

In 1966, eight years after his founding efforts, John Fayerweather was formally appointed *AEIB Executive Secretary* with an indefinite term of office in order to secure continuity in providing all of these services. As it was said in appreciation later on: Those who early on held this position have been “the unsung heroes of the [new] association, taking responsibility . . . with little fanfare or recognition.” The Executive Secretaries that followed John Fayerweather (1966–1969) were William Hoskins (1969–1971), James Goodnow (1971–1977), Duane Kujawa (1977–1980), Ivan Vernon (1980–1988), Jerry Watzke (1988–1992) and Attila Yaprak (1992–1994).

Subsequently, a more permanent *AIB Secretariat* was established in 1994, first headed by James Wills (1994–2004) at the University of Hawaii, and then by Tomas Hult (2004–2020) and Tunga Kiyak (appointed in 2020) at Michigan State University in East Lansing, Michigan.

All along, AIB leaders have managed to enlist stars of the IB field (e.g., Richard Robinson [USA], John Dunning [United Kingdom] and Noritake Kobayashi [Japan]) as well as to nurture emerging ones – people like Richard Farmer, Lee Nehrt and Alan Rugman, to name only departed AIB leaders – in order to gain visibility, viability and credibility.

Another survey was conducted in 1965 by Professor Richard Robinson (MIT) to identify for the first time the *research* activities of AEIB members. While import-export management was still their main interest, the study of the management of multinational enterprises was gaining prominence. Actually, a schism developed between those members – principally, Roland Kramer of Wharton – who remained attached to the import-export field and left the AEIB and the ones whose interests lay more in the management of the multinational enterprises (e.g., Endel Kolde of the University of Washington in Seattle) and who stayed with our new organization.

ADOPTING A NEW NAME

In the same vein, the early emphasis on “education” was evident in our first title: “Association for Education in International Business” (AEIB). Later on this name was felt to be too narrow to encompass what we were actually doing – namely, in terms of doing IB research besides IB teaching. After multiple discussions, a constitutional amendment was proposed, which renamed us as the “Academy of International Business” (AIB). This long process took place in 1970-1972 and, the name change was adopted by a narrow majority of only three votes in 1972 but “Academy of International Business” has been popular ever since.

ENLISTING THE HELP OF THE AACSB

Starting in 1971, a major endeavor of the AEIB was to lobby the powerful American Association of Collegiate Schools of Business (AACSB) to have it include some “international” content in its requirements for the accreditation and re-accreditation of business schools. First in North America and then worldwide, it was anticipated

that such a change would lead to a larger AEIB membership, increased sales of IB textbooks and better job opportunities for IB doctoral candidates.

AIB President Lee Nehrt and member Paul Garner, Dean of the University of Alabama's Business School and who later served as the first AIB Historian, led this effort which resulted in the AACSB adding in 1974 the word "worldwide" to the scope of what a sound business education should cover and in "requiring exposure to the international dimension of business." However, implementing this new AACSB standard proved difficult with some schools using subterfuges to satisfy visiting accreditors such as counting foreign students as evidence of a worldwide perspective – or others simply ignoring this new requirement, so that, in 1980, the AACSB felt obliged to issue a stronger interpretation of what the application of the "worldwide" standard required. Still, this was a major victory for our association!

A NEWSLETTER AND FURTHER SURVEYS

It was proposed in 1967 that four newsletters be distributed each year and that a major survey be conducted of IB courses and programs in the schools of AEIB members. Professor Vern Terpstra at the University of Michigan directed this survey, which was published "in bound form" in 1969, distributed to all members, and proved that major undertakings were within the AEIB's capabilities. Further curriculum surveys were conducted for AIB in 1974 by John Daniels and Lee Radebaugh, in 1980 by Robert Grosse and G.W. Perritt, and in 1986 by John Thanotopoulos. After 1973, they were progressively extended to schools in other countries and to deans as respondents, in order to identify required core IB courses in both BBA and MBA programs around the world among other topics.

EXTENDING IB KNOWLEDGE

What had been a mere half-day AEIB program to present and discuss two papers in 1958 had grown to 110 papers offered at the three-day San Francisco conference held in 1983! In addition, the objective of the new IB courses became “to develop in students a sense of the adjustments in business methods that were needed to function effectively in foreign economic, political and cultural environments . . . [and a] personal involvement to feel and internalize the flexibility [at] the heart of the learning required.”⁵ By the early 1980s, the study of the postwar “multinationals” definitely had taken pride of place in U.S. teaching and research endeavors.

With this spirit in mind, workshops were launched from 1964 to 1968 at New York University by Professor John Fayerweather to upgrade the skills of new IB instructors. The workshops helped surface several future AIB leaders and they provided a useful model for summer ones sponsored in later years by the AIB itself as well as by various U.S. business schools (e.g., at Georgia State, Thunderbird and South Carolina).

The *Journal of International Business Studies* (JIBS) was launched in 1970 under the leadership of AEIB President Richard Robinson and its first Editor was Ernest W. Ogram (Georgia State, 1970-1975), followed by William A. Dymsha (Rutgers, 1975-1984). Several of the JIBS articles written under their editorships were among those chosen as the “10 Best Articles” published in the new IB-oriented journals that included then the *Management International Review* started in Germany in 1960 and the *Columbia [University] Journal of World Business* launched in 1966 – both preceding the AEIB’s own JIBS quarterly.

EVOLUTION OF THE AIB ANNUAL CONFERENCES

The first one was held in New York City in 1958. Later on, all annual meetings were held in the United States until the Toronto (Canada) conference in 1972. The next non-U.S. conference took place in Canada again in Montreal in 1981.

Meanwhile, AIB President Phillip Grub secured a grant from the U.S. Department of State to help AIB finance member attendance at two special “mini” AIB conferences that were held at the INSEAD Business School in Fontainebleau, France in August 1975 and in Alexandria, Egypt in late December 1976, in the latter case, in a military hotel but with the co-sponsorship of two Cairo universities.⁶ Some participants stayed to visit Luxor and Cairo in all their splendor and heat. For many U.S. AIB members that presented papers in Egypt, it was their first “very long-distance” overseas trip – compared with going to nearby Canada for a meeting.

The 1975 INSEAD France Conference also had the benefit of bringing several British scholars to their first AEIB conference – namely, Alan Rugman and the team of Peter Buckley and Mark Casson, with the latter two making an initial presentation of the research that led to their classic 1976 book *The Future of the Multinational Enterprise* (London: Macmillan).

These two supplementary meetings were the forerunners of the AIB practice that started in 1986 of rotating the venues of annual AIB conferences between North America and other continents. The first of the annual meetings to be held outside the States and Canada was in London in 1986, a location chosen by the Executive Board. The latter ultimately moved to hold every third annual conference outside the U.S. and Canada and Mexico - ‘NAFTA countries’, and to encourage increasing the proportion of non-US and non-Canadian officers on the Board. Subsequent annual meetings were held in Singapore (1989), Brussels (1992), Seoul (1995), Vienna (1998), Sydney (2001), and

Stockholm (2004). Further on, from 2005 onward, the Executive Board resolved to hold every other meeting outside North America.

Prior to the annual meeting in London, the AIB sponsored a smaller “International Meeting” in each of Mexico City (1983) and Singapore (1984), partly to assess whether meetings held outside the U.S. and Canada would prove attractive. From 1986 to 2019, AIB Conferences have taken place in 18 countries on six continents, thereby helping increase non-U.S. membership – as when many new Chinese members were added when we met in Beijing in 2006. Record attendance – the highest ever – was achieved at the 2019 Copenhagen meeting, with 1,414 registrations! The previous record was at the 2013 Istanbul meeting, with 1,208 participants.

The lowest attendance during Michigan State’s Secretariat years was at the 2007 Indianapolis meeting with only 731 participants. In general most conferences during the last 15 years have varied between 800 and 1,100 people attending – with locations outside North America being very popular. Table 5 in the Appendix provides additional data on AIB annual meetings.

ADDING CHAPTERS

From 1971 on, the AIB Executive Board encouraged membership by establishing U.S. sub-national as well as overseas *AIB Chapters* run by appointed Chairs in both the United States and abroad – starting with Canada in 1971 and Japan in 1972 – in order to organize additional national and sub-national conferences. Altogether, the AIB chose to set up an international organizational structure based on regional and country grouping (chapters) rather than subgroups based on interests or disciplines (as compared with, for example, the Academy of Management, which has component groups based on sub-disciplines within management such as Organization Theory). The argument for organization by geography rather than by subdiscipline

or interest groups was to encourage interdisciplinary cooperation and international-business theory development among AIB members. By 2019, the AIB had 17 Chapters of varying strength in places such as the Western U.S., China, Oceania (based in Australia), Africa (in Kenya), and South America and the Caribbean.

EUROPEAN EXPANSION AND CONTRIBUTION

Having AIB Chapters in continental Europe proved very challenging after creation in 1974 of the European International Business Academy (EIBA) that gathered IB scholars in that part of the world. Only in the United Kingdom did we manage to create a chapter in Europe, and it has stayed with our association to which some of its members have contributed greatly (e.g., John Dunning, Peter Buckley, Jeremy Clegg). In any case, dual membership in EIBA and AIB has been frequent, and the two organizations have shared leaders, such as the Belgians Daniel Van Den Bulcke and Alain Verbeke, and the English John Dunning and John Cantwell.

The AIB did not try very long to create chapters and conferences for IB students.⁷ There was also a brief attempt in the 1970s to offer an international placement service for MBAs specializing in IB studies, but more permanent was the opening in 1975 of AIB membership to doctoral students from anywhere in the world.

In 1969, John Dunning who was Professor of Economics and Head of the Department of Economics at the University of Reading (United Kingdom) visited the United States on leave from his school. On his return, he hosted a series of conferences, lectures and seminars featuring a wide range of speakers – many of them from the United States, such as Stephen Hymer and Robert Aliber who were early leading IB scholars. John Dunning, being an active member of the AIB, encouraged the young academic staff at Reading University to participate in AIB activities. In the early seventies, this staff included

Peter Buckley who was then Research Fellow, Mark Casson, a Lecturer in Economics and Robert Pearce, who served as Senior Research Assistant at Reading.

The AIB annual meetings held in Europe from 1986 helped create a strong bridge between the U.K. and U.S. faculties, but also between economists working in Economics Departments on the one hand, and Management as well as Marketing professors from Business Schools, on the other. Senior faculty such as Michael Z. Brooke, Vern Terpstra and Seev Hirsch were particularly influential, and they did much to encourage other scholars to participate in the young AEIB's activities.

A particularly important mini-conference was held in 1977 at the INSEAD Business School in Fontainebleau (France), and was attended by Alan Rugman and several other young U.K. scholars relatively new to the field. The Academy looked to them as a particularly exciting and inclusive organization that provided a superior forum for discussing the new ideas about foreign direct investment that were circulating in the 1970s.⁸

A DEFINING INCIDENT

In 1976, two of AIB's principal founders and past Presidents – Richard Robinson and John Fayerweather – briefly left the association over a disagreement about President Phillip Grub distributing a quarterly business newsletter to all AIB members. This document provided useful information on corporate codes of conduct for multinational enterprises – a novel topic at the time. However, it had been published by the pro-business International Management Development Institute, and was partly supported by the U.S. State Department that was seeking support for U.S. foreign policy. Robinson and Fayerweather believed the AEIB should maintain neutrality and avoid taking positions that might be seen to threaten its reputation of independency.

President Grub and his Executive Committee justified the newsletter because of its informational usefulness. However, Fayerweather and Robinson disagreed and wrote to the AEIB membership to explain their concerns, and announce their departure from the association. Subsequent AEIB President, Richard Farmer (1977-1978), led the membership to adopt a constitutional amendment that, to this day, states that one of our objectives is: "Cooperating whenever possible with government, business and academic organizations while avoiding the compromise of the intellectual integrity of its members as well as the independence and impartiality of the entire organization." Therefore, "the Academy shall not adopt a partisan position on any matter involving particularistic interests, either private or public" (Article II.C of the current AIB Constitution). Hence, distribution of the controversial newsletter ceased, tensions faded, and Robinson and Fayerweather rejoined the AEIB.

INCREASING NON-U.S. PARTICIPATION

European membership and research contributions grew starting in the 1970s, thanks to the Fontainebleau and Alexandria mini-conferences, the presentation of European papers at AIB meetings and the publication in IB journals of research by such European scholars as John Dunning, Peter Buckley, Mark Casson, Alan Rugman, Yves Doz, Jean-François Hennart, Jan Johanson and Jan-Erik Vahlne. Indian scholars CK Prahalad, Anand Negandhi and Ashok Kapoor (author of the first article in JIBS) as well as Japanese scholars (e.g., Noritake Kobayashi) also helped broaden our field. Later on, in 1987, John Dunning of Reading University (United Kingdom) became the first non-U.S. President of our organization.

AWARDS

Over the years, the AIB Fellows created several prestigious awards, starting with the 1982 *International Executive of the Year Award* designed to compensate for the progressive departure of our very few original business members. This honor's first recipient was the then famous Jacques Maisonrouge, Chairman of IBM World Trade Corporation. A similar *International Dean (Later Educator) of the Year Award* first went to Dean Norma Loeser of George Washington University in 1984. Usually, the recipients of these two awards speak at the AIB annual conferences. To cap it all, the AIB Fellows' *Eminent Scholar Award* was first granted to then influential political-economist Charles Kindleberger of MIT in 1987, and later named after *John Fayerweather* for his early major IB conceptual work and in recognition of his key role in the creation of our Academy.

Additional awards have been created by the AIB itself, including the 2009 *John Dunning Service Award* after the death of this British scholar and Past AIB President, while others were established and administered by various business schools – for example, the 1986 *Richard Farmer Best Dissertation Award* named after one of our early Presidents and whose sponsorship has rotated among several schools. It was later renamed after U.K. scholars Peter J. Buckley (Leeds) and Mark Casson (Reading) in 2013.

LEADERSHIP, ORGANIZATION AND MANAGEMENT

Over time, AIB officers have been chosen from a growing variety of national origins, functional backgrounds and genders. Nowadays, the next AIB President or VP Program, our three journals' editors, the AIB's Executive Director and our Chapter Chairs can come from any country, have any disciplinary background, and be male or female. However, they all have had to first “prove” themselves in some service activity within our organization anywhere in the world.

The early AEIB was governed by an Executive Board of Directors elected by the membership at large every two years. Initially, this board was composed of a President, only one Vice-President – in charge of the next two annual Conference programs, plus a Secretary and a Treasurer. Together, they appointed after 1963 a more permanent Executive Secretary and Secretariat to: (1) administer the association's membership and finances; (2) write and distribute a quarterly Newsletter, and (3) with the assistance of a Local Arrangements Chair, handle the logistics of our annual conference. However, no continuity in office was provided so that for example, a Vice-President did not automatically become the next President.

The Executive Board of 1985-1986 (under President Duane Kujawa) amended the constitution to have a Past President and a President-Elect, and a Vice-President for Administration, as well as two Vice-Presidents Program, each one to serve as one year's Program Chair. The new Program model arose because the nominating committee was having difficulty finding qualified candidates to be vice president due to the burden of being Program Chair two years in a row. The annual meeting program had grown by this time to become a major undertaking for the Chair to organize and run.

The Bylaws were changed again in 2012 to introduce a rotating system whereby three new members get elected every year so that the Immediate Past President, the senior VP-Program and the senior VP-Administration depart the Board and, in their place, three new members step in to serve as Incoming President, VP-Program and VP-Administration. All positions are filled by working faculty at universities from anywhere in the world. The Executive Board appoints various committees for nominations, elections, publications, conference-organizing and other concerns, but it focuses primarily on supervising the AIB Secretariat. Table 3 in the Appendix lists the Presidents and Executive Secretaries/Directors of the AIB over time.

Since its move in 2004 to Michigan State University, East Lansing, Michigan (USA), the Secretariat has been expanded to include an appointed Executive Director (Dr. Tomas Hult, appointed through 2019), a Managing Director (Dr. Tunga Kiyak) and a Secretary-Treasurer (Dr. Irem Kiyak). Tunga Kiyak became Executive Director in 2020 and his key assistants include Kathy Kiessling, Member Services Coordinator, and Anne Hoekman, Managing Editor who coordinates the printing and distribution of all AIB publications. The Secretariat operates at the discretion of the AIB Executive Board, which appoints its members to serve relatively long terms in office. This current situation contrasts with the early years when a part-time Executive Secretary was assisted only by a part-time student clerk/typist, and later an administrative assistant, provided by his or her university!

The growth of the AIB administrative support staff is related to the membership's increase from about 80 in the first years to some 800 by the mid-1970s to more than 3,400 members in 94 countries in 2019. Yet, the growth rate in the teaching of IB was greatest in the late 1970s and early 1980s than today.⁹

EARLY INTERNAL ASSESSMENT

Around 1985, reflecting upon the first 25 years of the AIB, leading co-founder John Fayerweather identified three phases in its evolution: (1) a formative period from 1958 through the mid-1960s during which the AEIB was a relatively small group of people with modest activities but serving the basic educational needs of its members while tentatively exploring ways to broaden its role; (2) an institution-building era running to the mid-1970s and during which the membership grew greatly and a dynamic process of change established our organization in essentially its present form and with a journal; and (3) a “maturing-administration span” running to the mid-1980s and mainly occupied with establishing an efficient and effective system to manage what had become a set of complex multinational operations on account of

the AIB's chapters and conferences in various locations around the world.¹⁰

All organizations compete for members, money, and renown. In this regard, the major rival IB association has been the *European International Business Academy* (EIBA) created in 1974 to express an autonomous European voice so that the AIB has had an active European chapter only in the "UK plus Ireland" area. Still, both the AIB and EIBA have shared many members, officers and Fellows over the years. Also very competitive are the International Management division of the Academy of Management, the Global Strategy interest group of the Strategic Management Society, and the International Association for Chinese Management Research.

GROWING INTERNATIONAL BUSINESS AS A FIELD

The AIB could not have subsisted and grown without the proliferation and success of IB courses, Majors and Minors, departments and PhD programs. In this regard, several business schools and professors played major roles in the early development of IB courses and degree offerings at various levels (BBA, MBA, PhD and Minor).

From the 1950s onward, numerous schools in North America developed notable strengths in IB. These included Baruch College, Georgia State, Harvard, Indiana, Michigan, Michigan State, NYU, South Carolina, Thunderbird, and Wisconsin in the United States, in Canada, leading IB schools have included Ivey at Western Ontario (later renamed 'Western'), McGill, Simon Fraser, Toronto, York, and later, Calgary. Many such institutions have maintained their IB prowess to the present day. Although many of these schools have had their up and down periods, subject to the evolving priorities of school leadership and a critical mass of suitable faculty. For example, in the IB field, Georgia State shined in the 1970s, faded in the 1980s, and then resurrected in the 1990s.

In the United States from the 1950s on, New York University had been home to John Fayerweather, its anchor professor for IB. Indiana University offered the first mainline IB concentration in its MBA program around 1961 – with Stefan Robock as Founding Director of the program, and with Lee Nehrt and Richard Farmer as initial faculty members. “Farmer’s crop” students, like Jeff Arpan, David Ricks, Lee Radebaugh, and Richard Wright graduated from Indiana’s doctoral program. Not far behind was Georgia State University’s Business School which had John Daniels, Duane Kujawa, José de la Torre, and Jeff Arpan, as well as Ernest W. Ogram, who served as the first Editor of JIBS, from 1970 to 1975. Ogram, a visionary economist, had convinced Georgia State administration in the 1960s to establish an institute of international business to help cement the Michigan school as a driver in the newly emerging IB scholarly field. By the late 1960s, the University of Michigan shined, initially under Vern Terpstra and John Adams, and later Gunter Dufey. Michigan’s doctoral program produced top IB scholars like John Daniels, Tom Gladwin, Duane Kujawa, and Steve Kobrin.

John Fayerweather found a similarly receptive climate at New York University’s Graduate School of Business Administration in the 1960s when he hired Jean J. Boddewyn (1964), Ashok Kapoor (1965) and– later on – Susan Douglas (1974) for an “interdepartmental” IB Program because he wanted all traditional departments to work in concert under an IB Coordinator (himself at first and then NYU Professor Robert Hawkins) rather than compete for resources as a new department pitted against the already established ones. Undergraduate IB programs came later, starting in the 1970’s, to replace those built around import-export courses.

The University of South Carolina(USC) rose to stardom in the 1980s, largely by hiring established IB scholars, i.e., Jeff Arpan from GSU and David Ricks from Ohio State, and younger and promising faculty, e.g., Saeed Samiee from Ohio State. USC became the editorial home of JIBS in 1982.

In Canada, the University of Western Ontario (later 'Western University') has shined since the early 1990s under the leadership of Professor Paul Beamish, who was JIBS editor, 1993-1997. Beamish has supervised more than 33 PhD dissertations in IB. At Simon Fraser, Rosalie Tung has carried the torch for IB since 1991.

FURTHER INITIATIVES

In the early 1960s, the Ford Foundation promoted the spread of university-level IB education, partly by providing major grants to universities (e.g., to Michigan, Harvard, Indiana, others) to develop, among other things, doctoral programs in IB. Starting in 1988 with the financial help of the U.S. Department of Education, seventeen CIBERs (Centers for International Business Education and Research) were created in U.S. business schools to develop novel research and teaching initiatives such as faculty-development programs for new IB instructors, new course offerings, infusion of IB content into existing courses, and assisting small firms to internationalize. More than two dozen U.S. universities have hosted CIBER centers over time. Prior to creation of the CIBERS in the USA, the Canadian government funded for a period a number of Centres for International Business Studies at business schools in Canada.

Meanwhile, the number, variety and level (undergraduate and graduate including doctoral) of IB courses as well as Minor and Major IB programs kept expanding significantly all over the world. In addition to the more traditional courses in Import-Export Procedures and Regulations, International Economics and International Finance, new ones were developed in International Marketing, International Management, Comparative Management and Comparative Marketing Systems as well as "regional" offerings in European, Asian and African Business Systems – plus a variety of "IB strategy" offerings. IB Doctoral programs grew too, and they attracted many students. Foreign-language knowledge has rarely been emphasized in U.S.

international-business programs although it is more common abroad. For that matter, the AIB has never insisted on a foreign-language obligation in IB programs.

While the name “Department of International Business” was adopted at various places (e.g., at Indiana University where the very first U.S. department was established in 1959), academic IB units have more frequently acquired hybrid names such as “Department of Marketing *and* International Business” at the Business School of Baruch College, City University of New York.¹¹ The most exotic unit may be the Department of Finance, Insurance, International Business and Real Estate at Howard University (USA) – the result of gathering various loose units.¹²

At the initiative of Professor Lorraine Eden, a subgroup was founded in 2001 to assist and inspire female IB students, teachers and scholars around the world through financial grants to attend AIB conferences and via special workshops to advise them on doing research, managing their career and networking. Subsequently, the *Women in the Academy of International Business* (WAIB) subgroup – which represents about 20 percent of our membership – has granted annually a Best Paper and an Emerging Scholar Award as well as one for Woman of the Year. Its members contribute to AIB conferences by presenting papers, chairing sessions and – most importantly – leading the AIB. The first female Dean of the AIB Fellows was Susan Douglas of New York University in 1999-2002, while Stefanie Ann Lenway of the University of St. Thomas served as the first female AIB President in 2006-2008 – some fifty years after our founding! Like the AIB Chapters, the WAIB reports to the Vice President for Administration.

OTHER INTERNATIONAL ASSOCIATIONS

The AIB has not been the only academic body to organize sessions or conferences devoted to analyzing multinational firms since the European International Business Academy (EIBA), the Australia and New Zealand International Business Academy (ANZIBA, founded in 1998), the International Management Division of the Academy of Management as well as single business schools, such as the Jindal School of Management at the University of Texas in Dallas, also hold their own meetings. In addition, the American Marketing Association and other associations in economics, finance, management and accounting as well as in the social sciences (anthropology, economics, sociology, political science, etc.) have increasingly dealt with multinational enterprises and other IB actors and issues. Outside the United States, journals written in either the local language or in English long have published articles on IB topics – for example, *International Business Review* (founded in 1992 by Pervez Ghauri and based in the United Kingdom), *Management International Review* (founded in 1960 and based in Germany), and the *Asia-Pacific Journal of Management* (founded in 1983 in Singapore). *International Business Review* became EIBA's official journal in 2001, and Pervez Ghauri was still Editor in Chief as of 2019!

AIB FELLOWS

In 1976, the then AIB Vice-President Program Jean J. Boddewyn suggested to President Phillip Grub's Executive Board that AIB highly performing scholars, researchers and administrators be recognized and elected *AIB Fellows*. Through a 1976 constitutional amendment, the AIB membership approved this elite subgroup which, under the next AIB President Richard Farmer, came to life in 1978, with former AIB President Lee Nehrt (then at Wichita State University) serving as the first Dean of the AIB Fellows.

The 15 founders of the AIB, the past Presidents and Executive Secretaries, plus 10 newly elected AIB members that included businessman Elliott Haynes of Business International, Inc., became the first AIB Fellows. By 2019, an additional 141 new Fellows had been elected from the AIB membership for their exceptional contributions to IB research, education, leadership and/or administration although 48 deaths have already thinned their ranks.

The Fellows quickly came to offer at AIB conferences a plenary session dedicated to their annual theme and/or to discuss the work of the recipient of their own “John Fayerweather Eminent Scholar Award.” They have also staffed Doctoral seminars (starting in 1996) and Paper-Development Workshops at annual AIB conferences. In addition, the AIB Fellows choose the International Educator and the International Businessman of the Year who are frequently featured as speakers at our conferences.

The 2019 roster of Active AIB Fellows numbered 109 plus four Inactive ones.¹³ Lee Nehrt of Indiana University served as the initial Dean of the AIB Fellows’ from 1978 to 1981, and with Harold Kellar (Baruch College, CUNY) acting as their first Secretary-Treasurer. The year 1988 saw no new Fellow elected but, in recent years, five or more new members have been elected annually to recognize outstanding members of the AIB.

RECENT DEVELOPMENTS

In 2018, the AIB Executive Board approved new Shared Interest Groups (SIGs) that bring together like-minded IB researchers to collaborate on special topics such as “sustainable development.” Thus, a Methods SIG panel at the 2018 AIB Conference in Minneapolis (USA) discussed “Multi-level Issues in IB Research: Theory, Methods and Empirics.” These new SIGs are also expected to fight “homogenization and safeness” in IB research.

A three-part AIB Code of Ethics was issued in June 2018 at the Minneapolis AIB Conference thanks to the labor of love of former AIB President Lorraine Eden who looked at what other associations had achieved in this respect, and borrowed the best parts to write our own three codes addressed respectively to AIB Leaders, AIB Journals' Editors and Contributors, and AIB Members at large. Application of these codes is assigned to two Ethics Committees, each comprising three faculty members, who report to the AIB President and the Board.

A second AIB academic publication, the *Journal of International Business Policy* (JIBP) was launched in 2018 under the editorship of Professor Sarianna Lundan (University of Bremen, Germany). Its mission differs from that of the older *Journal of International Business Studies* (JIBS launched in 1970 with two issues a year and now nine) in that JIBP's four issues focus on all areas of "policy" – public and private – that relate to IB.

AIB Journal Editors-in-Chief serve an average of five years in office – fewer in the case of *AIB Insights* which was launched in 2001 and where the Associate Editor is in office for the next three years before becoming the Editor for three more years. This more recent publication offers shorter articles on more current topics. Table 4 in the Appendix lists the Editors-in-Chief of the three AIB journals over time.

CHANGING MEMBERSHIP AND LEADERSHIP

The diversity of the membership and leadership of the AIB has increased over the years in terms of national origin, gender and functional specialization – from its U.S. origin in 1958 with U.S. male leaders such as John Fayerweather, Richard Robinson and Jack Behrman who had backgrounds in management, marketing and economics. In the late 1960s and early 1970s, a strong British contingent of economists complemented this first cohort with such

prominent scholars as John Dunning, Peter Buckley, Alan Rugman and John Cantwell, among others, while Canada has been well represented by such scholars as Nancy Adler, Paul Beamish, Rosalie Tung, and Eleanor Westney. Eventually, all functional areas have given us members and leaders, including Finance with Arthur Stonehill, as well as International Accounting with Jeffrey Arpan, Frederick Choi and Lee Radebaugh, among others.

OTHER INITIATIVES

Often involving AIB members, there have also been non-AIB initiatives to write reports, organize conferences and initiate activities designed to generate interest in IB topics– old and new – as well as to confirm the current “state of the art” of research on particular IB topics. Thus, Alan Rugman (then at Dalhousie University in Canada) and Lorraine Eden (then at Brock University) organized the first conference on transfer pricing in 1983 at Dalhousie House in Halifax, Nova Scotia, Canada. The products of such non-AIB meetings have occasionally been published –for example, Lorraine Eden was the Editor of *Multinationals in North America*, which was published by the University of Calgary Press in 1994 with contributions by John Dunning, Bruce Kogut, Raymond Vernon and Eleanor Westney, among others. In another vein, the *JIBS Frontiers Conferences*, initiated in 2003 by Professor Arie Lewin when he served as JIBS’ Editor-in-Chief (2002-2007) have helped broaden IB scholarship. Table 6 in the Appendix lists links to additional initiatives and other information about the AIB.

IB THEORY DEVELOPMENTS

When International Business first emerged as a distinctive field of study in the 1950s and 1960s, IB theory had already begun to be developed before the AIB’s advent. Thus, at the time of our founding

in 1958, early IB theorists such as Stephen Hymer, John Dunning, and Raymond Vernon were already at work on the new subject at a time when our new association focused on IB teaching. After 1970, a new generation of IB scholars – several of them British – helped expand the range and depth of IB theories. They joined the AEIB and contributed greatly to the success of the *Journal of International Business Studies* (JIBS) launched in 1970. Through these scholars, the AEIB came to play a critical role as a scholarly community for the beneficial exchange of ideas at its annual conferences, through its three journals and via the networking that developed among AIB members.

IB theorizing by AIB members has been categorized by John Cantwell as a combination of systemic frameworks, outcome-based theories, process-based ones and internationally comparative approaches.¹⁴ A systemic framework, for example, is evident in John Dunning's famed "eclectic paradigm" whereas "internalization theory" was formulated early on by Peter Buckley and Mark Casson as well as by Jean-François Hennart as determining outcomes – and so has the construct of "institutional distance" developed by Tatiana Kostova.

Alternatively, process-based theories have included the internationalization model of Jan Johansson and Jan-Erik Vahlne as well as the international-entrepreneurship model of Benjamin Oviatt and Patricia McDougall. Later scholars developed internationally comparative theories that could be categorized as related to individuals (e.g., by Rosalie Tung), to cultures (by Oded Shenkar) or to the regional versus the global locus of international firms' strategies (by Rugman and Verbeke).

CONCLUDING THOUGHTS

International Business as a distinct field of teaching and research stands firmly apart from a variety of related conceptual frameworks and theoretical constructs first offered at first by International Economics. Yet there is presently no coherent systems view that commands general support in the IB field, according to pioneering scholar Mark Casson.¹⁵ Still, the Academy of International Business has carried the IB research torch through its three publications, with *AIB Insights* in the process of being classified as a journal just like JIBS and JIBP.¹⁶ There has also been an *AIB Newsletter* since our inception in 1958.

This short history of our Academy leaves out the personal stories of thousands of AIB members active nationally or regionally, many of them serving or having served as appointed AIB officers in one of our Chapters worldwide or even elected to the AIB's top Executive Board. Our leaders have generally succeeded at working together productively for the common good of the association and its members.

There are also the untold stories of those AIB members who have quietly played a crucial role in "local arrangements" committees responsible for the success of our annual AIB conference. And let us not forget our members steadily doing research to publish in our journals and other outlets. Then, there is that vast majority of AIB members who teach the numerous IB courses now offered continuously around the world, who run IB departments and programs, and who otherwise help the AIB reach and assist our very diverse membership for the development of the oldest field of business operations!

NOTES

¹ Compared with the “indirect” way of buying the stock of foreign firms that operated as “locals” in their own country.

² See the listing of the AIB’s founders in the Appendix section of this paper. Other lists of historical importance are also included here.

³ These early accounts are based mainly on John Fayerweather, “The Birth of the AEIB,” *Journal of International Business Studies*, 5(2), Autumn 1974: 69-80.

⁴ Other early contenders included: E.R. Barlow (1953), *Management of Foreign Subsidiaries* (Cambridge, MA: Harvard University Press), John Dunning (1958) *American Investment in the British Manufacturing Industry* (London: Ruskin House), and Mira Wilkins and Frank E. Hill’s *American Business Abroad: Ford on Six Continents* (Detroit, MI: Wayne State University Press, 1964) which was reprinted in 2011 as a classic by Cambridge University Press.

⁵ John Fayerweather, “A Personal Odyssey Through the Early Evolution of International Business Pedagogy, Research and Professional Organization,” *Journal of International Business Studies*, 25(1), 1994: 5.

⁶ See the funny account of the Alexandria, Egypt (plus Cairo and Luxor) 1976 AIB mini Conference in: Jean Boddewyn, “The Most Exotic AIB Conference of the 20th Century,” *AIB Insights*, 2(2), 2002: 3-6.

⁷ Still, the AIB joined the Institute of International Education (Midwest) and the International Trade Club of Chicago to assist three student IB conferences in 1978-1980.

⁸ This section is deeply indebted to IB pioneer Professor Mark Casson of Reading University (UK).

⁹ Brian Toyne and Douglas W. Nigh (eds.), *International Business Institutions and the Dissemination of Knowledge*. (Columbia, SC: University of South Carolina Press, 1999).

¹⁰ John Fayerweather, "A History of the Academy of International Business From Infancy to Maturity: The First 25 Years." *Essays in International Business*, No. 6, November 1986 (Columbia, SC: University of South Carolina, Center for International Business Studies).

¹¹ See Jean J. Boddewyn and Clifford Wymbs, "Department Names with 'International' in Them," *AIB Insights*, 4(1), 2004: 11-12, and "More Department Names with 'International' in Them," *AIB Insights*, 5(2), 2005: 10-11.

¹² Boddewyn and Wymbs (2004: 11-12) and Boddewyn and Wymbs (2005: 10-11).

¹³ AIB Fellows lose their Active status when they miss too many successive annual Dinners without sending their "regret" to the Dean.

¹⁴ John Cantwell of Reading University (UK) wrote the essence of this section on IB theory.

¹⁵ Casson, Mark, 2018. "Should We Be Concerned About IB Research?" *AIB Insights*, 18(4): 3-5.

¹⁶ Rottig, Daniel, 2019. "Farewell Editorial," *AIB Insights*, 19(1): 3-9.

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APPENDICES

Table 1: Founders of the Academy of International Business

The founders of the Academy of International Business – originally known as the Association for Education in International Business – included 11 people who met on 17 November 1958 in New York City for a meeting of the Education Committee of the National Foreign Trade Council:

John Fayerweather, Professor at New York University
Mojmir Bednarik, Professor at Pace University
Jack Behrman, Professor at the University of North Carolina
Laurence Dowd, Professor at California State University, San Francisco
James Hart, Dean at DePaul University, Chicago
Lowell Hattery, Professor at the American University, Washington, DC
William Hoskins, Professor at Bowling Green University
Harold Kellar, Professor at Baruch College, City University of New York
Stuart Mandell, Professor at the University of Lowell, MA
Ray Pélissier, Manager of the International Council for Small Business, VA
Arthur Reef, Vice President for Advertising, AMAX, Inc., NY

Table 2: AIB Membership over the Years

Year	Total Members	Number of Countries	Year	Total Members	Number of Countries
1959	~100		1989	2191	50
1960	~95		1990	2163	52
1961	~90		1991	2244	58
1962	~80		1992	2383	55
1963			1993	1729	52
1964	~110		1994	2322	60
1965	~200		1995	2656	63
1966	~180		1996	2615	64
1967	~160		1997	2667	66
1968	~300		1998	2628	71
1969	~370		1999	2622	69
1970	~350		2000	2625	64
1971	~400		2001	2565	65
1972	~440		2002	2601	67
1973	~525		2003	2585	65
1974	~625		2004	2568	65
1975	~731		2005	2855	69
1976	~815		2006	3254	76
1977	703		2007	3327	74
1978	806	42	2008	3383	73
1979	1063	43	2009	3366	79
1980	1124	47	2010	3421	84
1981	1453		2011	3491	79
1982	1501	48	2012	3517	78
1983	1395		2013	3629	86
1984	1453	57	2014	3603	87
1985	1574	48	2015	3386	87
1986	1769	58	2016	3535	85
1987			2017	3534	88
1988	1535	49	2018	3389	94
			2019	3626	97

Table 3: Past Presidents and Executive Secretaries/Directors of the AIB

Years	President	Executive Secretary
1960-1961	John Fayerweather	
1962-1964	Roland Kramer	
1965-1966	James Hart	
1967-1968	Jack Behrman	John Fayerweather
1969-1970	Richard Robinson	John Fayerweather (1968-70); William Hoskins (1970-71)
1971-1972	Vern Terpstra	William Hoskins (1970-71); James Goodnow (1971-72)
1973-1974	Lee Nehrt	James Goodnow
1975-1976	Phillip Grub	James Goodnow
1977-1978	Richard Farmer	James Goodnow (1976-77); Duane Kujawa (1977-78)
1979-1980	Robert Stobaugh	Duane Kujawa (1978-79); Ivan Vernon (1979-80)
1981-1982	Franklin Root	Ivan Vernon
1983-1984	Robert Hawkins	Ivan Vernon
1985-1986	Duane Kujawa	Ivan Vernon
1987-1988	John Dunning	Ivan Vernon (1986-87); Jerry Watzke (1987-88)
1989-1990	John Daniels	Jerry Watzke
1991-1992	Art Stonehill	Jerry Watzke (1990-91); Attila Yaprak (1991-92)
1993-1994	Jean Boddewyn	Attila Yaprak
1995-1996	Donald Lessard	James R. Wills Jr.

1997-1998	Jeffrey Arpan	James R. Wills Jr.
1999-2000	José de la Torre	James R. Wills Jr.
2001-2002	Stephen J. Kobrin	James R. Wills Jr.
2002-2004	Peter J. Buckley	James R. Wills Jr.
2004-2006	Alan Rugman	G. Tomas M. Hult
2006-2008	Stefanie Ann Lenway	G. Tomas M. Hult
2008-2010	Yves Doz	G. Tomas M. Hult
2010-2012	Mary Ann Von Glinow	G. Tomas M. Hult

In 2012, the AIB Bylaws were changed to introduce a three-year rotating system to the board, with the President changing each year. The title of Executive Secretary was also changed to Executive Director.

Years	President	Executive Director
2012-2013	Robert Grosse	G. Tomas M. Hult
2013-2014	Robert Grosse	G. Tomas M. Hult
2014-2015	Nakiye Boyacigiller	G. Tomas M. Hult
2015-2016	Rosalie Tung	G. Tomas M. Hult
2016-2017	Masaaki Kotabe	G. Tomas M. Hult
2017-2018	Lorraine Eden	G. Tomas M. Hult
2018-2019	Chuck C. Y. Kwok	G. Tomas M. Hult
2019-2020	Chuck C. Y. Kwok <i>(until Jan 31, 2020)</i>	G. Tomas M. Hult <i>(until Dec 31, 2019)</i>
	Jeremy Clegg <i>(from Feb 1, 2020)</i>	Tunga Kiyak <i>(from Jan 1, 2020)</i>

Note: A full list of all AIB Executive Boards to date can be accessed at the AIB History Project at <https://www.aib.world/about/history/>

Table 4: AIB Journals Editors-in-Chief

JIBS EDITORS-IN-CHIEF
Ernest W. Ogram Jr, 1970–1975
William A. Dymsha, 1975–1984
David A. Ricks, 1985–1992
Paul W. Beamish, 1993–1997
Thomas L. Brewer, 1997–2002
Arie Y. Lewin, 2003–2007
Lorraine Eden, 2008–2010
John Cantwell, 2011–2016
Alain Verbeke, 2017–2022

JIBP EDITOR-IN-CHIEF
Sarianna Lundan, 2018-2023

AIB INSIGHTS EDITORS
Betty Jane Punnett, 2001–2003
Tamir Agmon, 2004–2008
Ilan Alon, 2009–2012
Romie Littrell, 2013–2015
Daniel Rottig, 2016–2018
John Mezias, 2019–2021

Table 5: AIB Annual Meetings

Date	Location	Attendance
1958	New York City, NY, USA	
1959	Washington, DC, USA	
1960	New York, NY, USA	
1961	New York, NY, USA	
1962	New York, NY, USA	
1963	Boston, MA, USA	
1964	Chicago, IL, USA	
1965	New York, NY, USA	
1966	San Francisco, CA, USA	
1967	Washington, DC, USA	
1968	Chicago, IL, USA	
1969	New York, NY, USA	
1970	Detroit, MI, USA	
1971	New Orleans, LA, USA	
1972	Toronto, ON, Canada	
1973	New York, NY, USA	
1974	San Francisco, CA, USA	
1975	Dallas, TX, USA	
1976	New York, NY, USA	~180
1977	Orlando, FL, USA	
1978	Chicago, IL, USA	120+

1979	Las Vegas, NV, USA	170
1980	New Orleans, LA, USA	205
1981	Montreal, QC, Canada	210
1982	Washington, DC, USA	250
1983	San Francisco, CA, USA	265
1984	Cleveland, OH, USA	300
1985	New York, NY, USA	389
1986	London, United Kingdom	353
1987	Chicago, IL, USA	367
1988	San Diego, CA, USA	405
1989	Singapore	334
1990	Toronto, ON, Canada	434
1991	Miami, FL, USA	461
1992	Brussels, Belgium	406
1993	Hawaii, USA	418
1994	Boston, MA, USA	559
1995	Seoul, South Korea	383
1996	Banff, Alberta, Canada	520
1997	Monterrey, Mexico	432
1998	Vienna, Austria	549
1999	Charleston, SC, USA	602
2000	Phoenix, AZ, USA	697
2001	Sydney, Australia	369
2002	San Juan, Puerto Rico	552

2003	Monterey, CA, USA	544
2004	Stockholm, Sweden	811
2005	Quebec City, QC, Canada	869
2006	Beijing, China	1,055
2007	Indianapolis, IN, USA	731
2008	Milan, Italy	1,201
2009	San Diego, CA, USA	909
2010	Rio de Janeiro, Brazil	895
2011	Nagoya, Japan	958
2012	Washington, DC, USA	1,085
2013	Istanbul, Turkey	1,208
2014	Vancouver, BC, Canada	1,086
2015	Bengaluru, India	857
2016	New Orleans, LA, USA	1,047
2017	Dubai, UAE	1,005
2018	Minneapolis, MN, USA	892
2019	Copenhagen, Denmark	1,414

Table 6: Links to Additional Information

AIB History Project https://www.aib.world/about/history/
AIB Fellows https://www.aib.world/about/aib-fellows/
AIB Awards https://www.aib.world/about/awards/
AIB Publications https://www.aib.world/publications/
AIB Chapters https://www.aib.world/community/chapters/
AIB Shared Interest Groups https://www.aib.world/community/shared-interest-groups/

A SHORT HISTORY OF THE ACADEMY OF INTERNATIONAL BUSINESS

Jean J. Boddewyn served from 1973 to 2006 as Professor of International Business and Coordinator of the International Business Program in the Zicklin School of Business of Baruch College, City University of New York. He previously taught at the University of Portland (OR) from 1957 to 1964 and at New York University from 1964 to 1973. He is a Fellow of the Academy of International Business, the Academy of Management and the International Academy of Management. He served as AIB President in 1992–1994 and as Dean of the AIB Fellows in 2005–2008. He holds a Commercial Engineer Degree from the University of Louvain (Belgium), a MBA from the University of Oregon and a Ph.D. in Business Administration from the University of Washington (Seattle). His recent research interests have centered on international business political behavior, international public affairs, the regulation and self-regulation of advertising around the world and international business strategy.

James D. Goodnow is Professor and Coordinator Emeritus of International Business at Bradley University. He holds a BA degree in Economics and History from Albion College plus an MBA and a DBA in International Business from Indiana University. His published research has focused on the promotional activities of sub-national government economic-development agencies, entry mode determinants, IB core-course contents, and the evolution of firms' internationalization in transitional emerging markets. He served as Executive Secretary of the AIB from 1971 to 1977 and as Secretary-Treasurer of the AIB Fellows from 1987 to 1993. He taught and conducted research at Indiana, Depauw, Eastern Michigan, Roosevelt, Northwestern and Georgia State Universities as well as at Thunderbird, the University of Michigan, the Prague University of Economics and the University of North Texas. He was honored as a co-recipient of the prestigious JIBS Decade Award.