

# **The Southeast Asia Chapter of the Academy of International Business**

## **CHAPTER REPORT 2003-2004**

### **1. Introduction**

The Southeast Asia Chapter of the Academy of International Business (AIBSEAR) was established in 1984 as a regional Chapter of The Academy of International Business (AIB). This year we celebrate our 20<sup>th</sup> Anniversary.

### **2. Current and Incoming Officers and contact information**

Dr. T. S. Chan, Associate Vice President and Chair Professor of Marketing, Lingnan University is the Chapter Chair for AIBSEAR. Lingnan University provides basic administrative support to AIBSEAR. A five-member board works closely with the Chapter Chair in handling administrative matters related to smoothing running of the Chapter activities.

### **3. Summary of Membership**

The number of AIB members listed amongst the countries and territories within Southeast Asia stands at around 160.

### **4. Summary of Financial Status**

The financial position of the Chapter is sound, the Chapter maintained a small surplus of US\$ 1,300 at the end of last financial year (ending March 31, 2004). Lingnan University continues to provide basic administrative support free of charge.

### **5. Summary of Meetings Held: Last Two Years**

#### ***AIBSEAR Chapter Meeting 2002***

Thanks to very enthusiastic participation from almost 150 participants, the 2002 AIBSEAR Conference was successfully held during 18-20 July 2002 in Shanghai. The theme of the conference was ***WTO and Global Competition: A New Era for International Business***. The list of representing countries include Australia, Canada, China, Denmark, Finland, Germany, Hong Kong Special Administrative Region, Indonesia, Japan, Korea, Malaysia, New Zealand, Sweden, Taiwan, Thailand, United Arab Emirates, United Kingdom, and United States. Lingnan University, Hong Kong and the Shanghai University of Finance and Economics were the co-organizers for this

conference. The conference proceedings was published electronically in the form of a compact disk with the ISBN No. 962-8134-05-1.

### ***AIBSEAR Chapter Meeting 2003***

The 2003 AIB Southeast Asia Regional Conference was tentatively scheduled for July 17-19, 2003 to be held in Penang, Malaysia. However, due to the bombing in Bali in October 2002, the conference venue was moved to Macau. Subsequently, the conference was cancelled as a result of the spread of SARS in Southeast Asia.

## **6. Plan for Future Meetings**

### ***AIBSEAR Chapter Meeting 2004***

The 2004 AIBSEAR Conference with the theme: *Regional Cooperation, Strategic Alliances and World Business*, is scheduled for August 5-6, 2004, to be held in Macau. The Hong Kong Institute of Business Studies at Lingnan University is the organizer for this conference. With the review process completed, we are expecting 80 papers with attendance projected at 100. The conference venue will be the Mandarin Oriental Hotel in Macau.

### ***AIBSEAR Chapter Meeting 2005***

The 2005 Conference is tentatively scheduled for August 4-6, 2005. The alternative sites under discussion included Bangkok, Thailand and Manila, the Philippines.

## **7. Other Initiatives**

Discussion is under way for cooperation with the Association of Southeast Asia Institutions of Higher Learning (ASAIHL) to host joint conferences for 2006. ASAIHL was founded in 1956, its current memberships include over 150 institutions of higher learning from Southeast Asia nations/areas. The main purpose of ASAIHL is to strengthen the relationship with regional and international bodies and keeps member institutions informed about developments in the region.

An e-Bulletin has gone through a pilot test and will go live for a bi-monthly circulation; one of its main features is an information exchange section for inter-institutional sharing of research and academic exchange activities.

## **8. Issues or Concerns**

With new chapters being formed for China and Australia, the number of members amongst Southeast Asia countries stands at around 160. Apart from the administrative support provided by Lingnan University, it is difficult to generate additional sources of funding to start new initiatives. We were able to attract new members with rotation of conference sites; however, the subsequent membership renewal rates were not very high.