

ACADEMY OF INTERNATIONAL BUSINESS, UNITED KINGDOM CHAPTER

ANNUAL REPORT 2004

Goals of the AIB UK Chapter

The Chapter's Constitution and By Laws, Article II Mission states the goals: "To promote the teaching and research of all areas of international business, within the framework of the worldwide AIB: and to act as a forum for the development and exchange of views on issues in international business..."

At the AIB UK Member's Meeting held at the University of Ulster, Magee Campus, the current AIB UK Chair, Professor Jeremy Clegg, was re-elected for a further term of three years. In this report the progress in pursuing the priorities of the Chair will be reviewed, namely (1) To develop the Doctoral Colloquium; (2) To increase membership; (3) To increase participation at AIB conferences; (4) To ensure that the book series remains in a healthy state.

31st Annual Chapter Conference

The 31st Annual Conference of the UK Chapter was held on Friday 23rd and Saturday 24th April 2004 at the University of Ulster, Magee Campus, Derry, Northern Ireland. The Conference Chairs were Professor Jim Bell and Dr Trevor Morrow, and the Conference Co-ordinator was Mrs Sharon Loane. The theme of the conference was "International Business in an Enlarging Europe: Integration, Cooperation and Collaboration".

The 2003 Annual Report noted a record number of conference participants — just over one hundred and forty delegates. This record was exceeded at the University of Ulster with one hundred and sixty participants from 49 higher education institutions (twenty five institutions in the UK, five in Finland, three in each of Italy and New Zealand, two in each of the Republic of Ireland and Canada, one in each of Australia, the Czech Republic, Denmark, Estonia, France, Hong Kong, Malta, Romania and the USA). Sixty seven papers were presented. The programme included an IB Research Clinic Panel session with a Questions and Answers Panel consisting of Professor Hamid Etemad, Dr Marian Jones, Dr Rod McNaughton and Dr Trevor Morrow, and chaired by Dr Pat Ibbotson.

A total of 67 papers were presented over the two days of the conference. The Palgrave Prize for the best competitive paper presented at the conference (£200 and winner's certificate) was won by Antonella Zucchella, of the University of Pavia, for her paper "Non Sequential Internationalisation Processes between Competition and Co-operation: A Tentative Reconciliation of Alternative Approaches". The prize was presented by Jacky Kippenberger of Palgrave Macmillan at the conference dinner, held at Grianan Aileach, Burt, Co. Donegal. It was attended by the Provost of the University of Ulster, Professor Thomas Fraser, and his wife. In addition to the excellent cuisine, there was a show of traditional country dancing by Irish dancers, and later music by a leading Irish electric folk group.

The conference was supported by government bodies from both Northern Ireland and the Republic of Ireland, in the form of Invest Northern Ireland, North-West region and IDA Ireland. These agencies generously provided financial support in the form of conference fee bursaries to scholars from states due to accede to the European Union. At the conference dinner, Mr Kevin Helferty of InvestNI North-West region and Mr Joe McHugh of IDA Ireland presented awards to ten conference participants from the accession states.

In addition, there was a Publishers' Exhibition including stands from seven publishers: Blackwell Publishing, The European Case Clearing House, Cranfield, Edward Elgar

Publishing, Palgrave Macmillan, Sage Publications, Thomson Learning, and John Wiley & Sons.

Doctoral Colloquium

The Doctoral Colloquium was organised by Doctoral Convenor Dr Marian Jones of the Department of Business, University of Glasgow. In addition, for the first time, an IB Research Clinic Panel session was timetabled into the conference, with presentations by Hamid Etemad and Marian Jones, followed by a Question and Answer Panel session, including panellists Hamid Etemad, Rod McNaughton, Trevor Morrow, and Marian Jones, and chaired by Pat Ibbotson. In the Colloquium, twenty doctoral students presented papers to distinguished panels of experts, comprising: Peter Buckley, Hamid Etemad, Richard Fletcher, Mika Gabrielson, Pervez Ghauri, Frank McDonald, Anna Morgan-Thomas, Trevor Morrow, Per Servais, Roger Strange, Heinz Tuselmann, Stephen Young, Marian Jones and Jeremy Clegg. The Aim of the Colloquium is to provide world-class guidance and feedback to doctoral students on their research. It also rewards excellent research in progress in Stream B (the competitive stream). The first Michael Z. Brooke prize for the best doctoral paper, named in honour of the late Michael Z. Brooke, founding chairman of AIB UK, was shared between Chen Meng of the Centre for International Business, University of Leeds ('Foreign Banks' Entry into the People's Republic of China'), and Martin Owens of the University of Ulster ('The Formation of Management of Equity International Joint Ventures in Retailing: An Exploratory Study'), each receiving a certificate and a cheque for £100. The award for the most original new work was made to Mervi Heitenan, of the Helsinki School of Economics and Business ('Firms Should Shoulder their Responsibilities. The Evolving Relationship between the Government and the Firm in the EU'), who received a cheque for £50 and a certificate. The awards were made at the conference dinner.

Special Session in Honour of Professor V.N. (Baloo) Balasubramanyam

The conference included a special plenary session to honour Professor V.N. (Baloo) Balasubramanyam, of the University of Lancaster, UK, who has contributed over many years to our understanding of the relationship between trade, foreign direct investment and development. His work has been especially important in the areas of technology transfer, trade policy and the development of the Indian software industry. Professor Peter Buckley (President of AIB) chaired this special session in which four papers were presented, with a response by Professor Balasubramanyam. The papers were: "Trade Liberalisation, FDI, Infrastructure and Growth" by David Sapsford and David Greenaway, "Globalisation and Development: AN Interpretation of MNE Business Strategy, by Bob Pearce, "An Empirical Analysis of Productivity Growth and Foreign Direct Investment in the Chinese Electronics Industry" by Peter Buckley, Jeremy Clegg and Chengqi Wang, and "Export-platform FDI and Dualistic Development" by Frances Ruane and Ali Ugur. The presented papers, and others contributed by leading scholars in absentia, will be published in a special edition of the leading international journal *Transnational Corporations*.

Palgrave Macmillan Book Series in association with the AIB UK Chapter

Eleven volumes have now been published under the book series contract between the UK Chapter and Palgrave Macmillan. The series is managed by Colin Wheeler, AIB UK Chapter Secretary. The books are edited by AIB UK Executive Committee members and comprise the best papers from the annual conference.

A selection of papers from the 30th annual conference, in April 2003, at the University of Central Lancashire was published in March 2004 as with the title *The Process of*

Internationalization, edited by Frank McDonald, Michael Mayer and Trevor Buck. This book is Volume 11 in the Palgrave Macmillan series (ISBN 1-4039-0671-8).

The twelfth volume in the series, from the 31st annual conference, is being edited by Jim Bell, Trevor Morrow and Sharon Loane, and will be published in time for the 2005 conference to be held at the University of Bath.

Evaluation of the performance of the AIB UK Chapter

The UK Chapter continues to be a vibrant, and expanding, academic forum for research and teaching. Rising participation at the annual conference, including the representation of international scholars, testifies to the academic quality of AIB UK.

The mission of the AIB UK in research and teaching is amply epitomised in the annual Doctoral Colloquium, which is attracting and benefiting a growing number of new researchers. The Palgrave Macmillan book series is another key indicator of success, with the annual volumes now appearing within a year of the annual conference.

A key to meeting the academic mission of AIB UK is the timely and accurate targeting of communications to AIB UK members and other interested parties. This was easily achieved at the time when AIB UK collected its own membership data (together with annual dues for remission, up to the early 1990s). Dr Bryony Conway, Dean of Wolverhampton Business School, University of Wolverhampton, as Membership Secretary, is now actively working with the new AIB Secretariat to make the necessary improvements in the flow of membership information to AIB in the UK. A huge amount of time and effort has gone into improving the members' information, and into the targeting of communications. In this Dr Conway has been greatly supported by her personal assistant, Marie Porello. As a result of this great effort, the handling the membership communications has improved, with tangible results in conference attendance and membership itself. However, the proportion of IB academics in the UK joining AIB is below what it should be. Retaining existing members and recruiting new ones (thereby reducing the churn) is essential for the health of the AIB in the UK.

Another key step in the view of the Executive Committee is the appointment of a Conference Secretary, to ensure the efficient transfer and enhancement of knowledge from the annual conference organisers to those the following year. Under Article VI of the AIB UK Constitution the membership will be balloted in 2004. If the membership votes in favour, then an election to this post will follow at the 2005 members' meeting.

The AIB UK Chapter prides itself on being accessible to all academics, research students and those working in, or interested in, international business. It is meeting its goals to provide a forum for high quality research and to share knowledge on research methods and teaching in international business, and has vision and strategy to continue to improve.

Appendix

AIB UK Chapter Statement of Funds: Financial Year 2003 (ended 31 December 2003)

MOVEMENT OF FUNDS

	1 st January 2003	31 st December 2003	
Current Account	5023	9571	
Dollar Account ¹ (in sterling)	1448	1448	
TOTAL	6471	11019	+ 4548

Net Revenue Account for the Year Ending 31st December 2002

Income

AIB UK fees plus conference surplus University of Central Lancashire	3200
AIB UK fees plus conference surplus De Montfort University	1284
MMU conference surplus ²	500
Royalties (Palgrave)	800
Total income	5784

EXPENDITURE

Executive meetings and expenses	596
Doctoral Prizes	200
Book expenses ³	290
Conference expenses ⁴	150
Total Expenditure	1236

SURPLUS

4548

NOTES

¹ Dollar account has been closed but the location of the money is under investigation

² AIB UK fees from MMU conference paid in 2001

³ Book expenses – payment to Taylor & Francis of 235 for permission to use paper in the book and 55 for postage and reprographics associated with the editing process.

⁴ Conference expenses related to visiting speakers etc.

The bank has not paid interest on the current account, the Treasurer is investigating to discover why no interest has been credited. This may be connected to the dollar account issue.