

Academy of International Business

Korea Chapter
July 2004–June 2005

Prepared by
Dong-Keel Rhee
Seoul National University

1. Overseas Field Trip and Research Conference

Korean Academy of International Business and Korea Chapter of AIB,
June 24–June 29, 2005, Jakarta, Indonesia

- Sixteen papers presented and discussed, including “Is LG to Strike Gold in India—An International Marketing Strategies of LG Electronics in India”
- Field Trip: Korindo Group, LG Electronics, Hankook Chinaware

2. International Business Divisional Conference

Korea Academic Society of Business Administration,
Korean Academy of International Business and Korea Chapter of AIB,
Aug. 18–20, 2004, Youngpyeong, Korea

- Nineteen papers presented, including “Governance Structure of Korean Overseas Manufacturing Subsidiary”

3. Annual International Business Conference

Korean Academy of International Business and Korea Chapter of AIB,
Feb. 18, 2005, Gwangju, Korea

- 1) Fourteen research papers presented, including “Institutional Environments and International Governance Modes in the Cultural Industry: Which is more powerful of the two perspectives, TCE and RBV?”
- 2) Special panel session on Attracting Policy of FDI by Local Government

4. A Special International Business Research Forum

Korea Chapter of AIB

June 18, 2005, Seoul, Korea

- Topic: Publishing in Peer Reviewed Journals
- Guest Speaker: Professor Arie Lewin, JIBS editor