

## **Academy of International Business, Québec City, Chapter Chair Meeting, July 9, 2005**

### **Chapter Report Western European Region**

#### 1. Introduction

Based on past agreements AIB accepted that the European International Business Academy (EIBA) stands in for the Western European Region. Recent changes in the Statutes of AIB about the chapters were interpreted by the EIBA Board as a threat to the relationship EIBA-AIB. Based on discussions between the representatives of both associations it seems to be possible to come to an acceptable agreement.

EIBA approved its new statutes in December 2004. It was obliged to conform to new Belgian legal regulations. It had to become an international non-profit association following changes in the Belgian law of 1921 about non-profit associations as modified by the law of 2002.

#### 2. Current and incoming officers

In December 2004 Danny Van Den Bulcke, Chairman of EIBA, was elected by the Board of EIBA to be chapter chair for the Western European Region of AIB.

During EIBA's board meeting in December 2003 an important change in the organizational structure was approved. As a result EIBA has installed an executive committee composed of the chairperson, the vice-chairperson, the president-organizer of the conference and the immediate past president. The appointments apply for a period of three years.

The executive committee in 2005 consists of Danny Van Den Bulcke, Lars Håkanson, Marjan Svetlicic and Gabriel Benito, respectively as chairman, vice-chairman, past president and president.

#### 3. Summary of membership

In 2004, at the time of the Copenhagen Conference, EIBA counted 400 members. This compares to 295 members in 2003 and 273 in 2002.

#### 4. Summary of financial status

After having accumulated a deficit during the last few years EIBA's financial situation was brought under control in 2004, following negotiations with EIASM, which takes care of the secretariat, and an intervention by CBS and UM.

It should be mentioned that the income of EIBA as such is limited to the membership fees, which are used to pay for the secretarial costs provided by EIASM. The expenses and revenue from the organization of the annual conference are taken up by the local organizer, who is also the president of EIBA during that particular year.

#### 5. Meetings

##### 5.1. Annual meeting

30<sup>th</sup> Annual Conference in Ljubljana, Slovenia, December 5-7, 2004.

Theme: The Enlarged European Union. Challenges to International Business and Management. For more information about the papers submitted and presented during the conference see Table 1.

With regard to the subjects that were dealt with it is noticeable that there were 29 papers on emerging markets, 35 on internationalisation, 34 on management and organisation of MNEs, and 21 about marketing and related issues. The specific theme of the conference only attracted 13 papers.

Table 1. EIBA Annual Conference 2004 – Submitted and presented papers.

	Submitted papers				Papers presented			
	C	W	P	Total	C	W	P	Total
Track 1	11	2	-	13	3	7	2	12
Track 2	12	4	-	16	7	4	2	13
Track 3	3	5	-	8	3	5	-	8
Track 4	20	20	-	40	12	9	7	28
Track 5	25	10	-	35	11	17	2	30
Track 6	20	12	2	34	11	14	3	28
Track 7	15	9	3	27	3	8	6	17
Track 8	5	4	-	9	4	4	-	8
Track 9	4	5	2	11	3	3	3	9
Track 10	19	10	1	30	11	11	3	25
Track 11	8	7	-	15	5	8	1	14
<b>TOTAL</b>	<b>142</b>	<b>88</b>	<b>8</b>	<b>238</b>	<b>73</b>	<b>90</b>	<b>29</b>	<b>192</b>

## 5.2. Number of Participants

In total 254 persons registered for the Conference (including 11 accompanying persons and 43 doctoral students). In this total the local organizing committee members, the representatives of the sponsors and the guest speakers are not included.

The regional distribution of the participants was spread out widely, although Europeans clearly dominated (see Table 2).

Table 2. EIBA Conference 2004 – Distribution of participants based on the country and institution they belong to.

Europe		Central and Eastern Europe		USA, Canada, Australia		Asia, Africa and Latin America	
	Persons		Persons		Persons		Persons
Finland	31	Slovenia	11	USA	12	Japan	5
United Kingdom	27	Estonia	7	Australia	10	Brazil	3
Germany	17	Hungary, Czech Republic, Poland	3 Each	Canada	6	China, Korea, New Zealand,	1 Each
Italy, Sweden	11 Each	Croatia	2				
Denmark, Norway, Spain	10 Each	Bulgaria, Bosnia &Herzegovina	1 Each				
Austria, Netherlands, Portugal	9 Each						
Greece, Switzerland	6 Each						
Belgium, France	5 Each						
Israel	3						
Cyprus, Ireland	1 Each						
	<b>181</b>		<b>31</b>		<b>28</b>		<b>12</b>

### 5.3. Description of the meeting

- Opening Plenary Session: Enhancing competitiveness of enlarged EU.
- EIBA Fellows' Panel: Can Europe grow more global leaders?
- Special panels:
  - 30 years of EIBA European International Business Education and Research: Looking back and forward.
  - SMEs Internationalization and born globals.
  - Branding issues in transition economies/
    - International expansion, geographic diversification and the MNE: Alan Rugman's contribution to International Business 25 years later.
  - Thirty years of UN activities on TNCs: What difference does it make?
  - Transnationals and economic development: From internationalization to globalization. Essays in honour of Daniel Van Den Bulcke as Professor Emeritus.

### 5.4. Awards

In 2004 the Gunnar Hedlund Prize was not awarded as there were too few candidates. The Copenhagen Prize was awarded for the best paper of a young scholar. Also the best paper on International Marketing was awarded by the Emerald Group Publishing Ltd. John Dunning received a Life Time Achievement Award on behalf of the whole EIBA community.

### 5.5. Issues and evaluation

Excellent conference. There was general satisfaction both about the contents and the organisational aspects of the meeting.

### 6. Future meetings

2005, December 10-13: Oslo, Norway (Gabriel Benito), Norwegian School of Management. Theme: Landscapes and Mindscapes in a Globalized World.

2006: Fribourg, Switzerland (Philippe Gugler)  
2007: Catania, Sicily, Italy (Grazia Santangelo)  
2008: Tallinn, Estonia? (to be decided) (Maksim Saat)

### 7. Other initiatives

#### 7.1. Newsletter, website and journal

In 2004 an electronic newsletter 'EIBA-zine' replaced the former printed EIBA newsletter.

To inform members of special announcements, EIBA Flashes were sent out occasionally.

A new website has been set up.

The International Business Review has become the established journal of EIBA.

#### 7.2. Doctoral Consortium

For the 18<sup>th</sup> EIBA-EIASM Doctoral Tutorial 20 Phd students, from 17 different countries, sent in their application. 10 students were invited to present their Phd project. The Faculty consisted of Danny Van Den Bulcke (Chair), Peter Buckley, John Cantwell, Yves Doz, Rob Grosse, Jean-François Hennart and Lars Häkanson.

The Prize of the Best Doctoral Project was granted to Nejc Jakopin (University of Duisburg-Essen)

### 7.3. Affiliations with other organizations

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### 7.4. Other: EIBA Fellows

One new EIBA Fellow was elected, bringing the total to 10.

An EIBA Fellows' Scholarship will be awarded to a Promising Young Scholar in 2005.

The appointment of an EIBA Honorary Fellowship was made to Mr Ollila, CEO of Nokia. For organisational reasons it will be awarded in December 2005.

### 8. New initiatives/future plans

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### 9. Issues or concerns

The Board of EIBA in its meeting in Ljubljana showed concern about AIB's project of the new statutes and the relationship between AIB and EIBA. It was hoped that an agreement could be reached in which EIBA would be regarded as an alliance partner rather than a Chapter of AIB.

During its meeting in Oslo on April, 30, the EIBA Board considered the compromise 'Buckley' proposal as discussed in Ljubljana in December 2004, between Alan Rugman and Peter Buckley for AIB and Danny Van Den Bulcke for EIBA, as an acceptable proposal.

The organizer of the next EIBA conference has agreed to fit a special session in to the programme for the AIB WER Business Meeting, to which all AIB WER members will be invited. This Business meeting will be chaired by the AIB WER Chapter chair.