



ACADEMY OF INTERNATIONAL BUSINESS

# PROGRAM

1997 AIB ANNUAL MEETING

OCTOBER 8-12, 1997

MONTERREY, MEXICO

*Hosted by ITESM  
Joint Meeting with CLADEA*

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# The Executive Board Members Welcome You

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 Sloan School (M.I.T.)

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 Masaaki "Mike" Kotabe  
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 Wharton School, University of Pennsylvania

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 University of Scranton

*Executive Secretary*  
 James R. Wills Jr.  
 University of Hawai'i at Mānoa



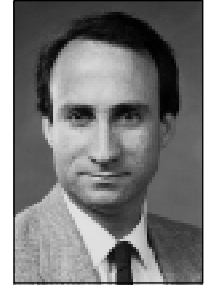
*President*  
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 The Univ. of Texas at Austin



*Vice President -1998 Program*  
 Bruce Kogut  
 Wharton School,  
 Univ. of Pennsylvania

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 University of Pretoria

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 Waseda University

*-Korea Chapter-*  
 Dong-Sung Cho, Chair  
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 Aspy Palia, Chair  
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*-Southeast Asia Chapter-*  
 Oliver H.M. Yau, Chair  
 City University of Hong Kong

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*-Russia Chapter-*  
 Leonid I. Evenko, Chair  
 Academy of National Economy

*-United Kingdom Chapter-*  
 Fred Burton, Chair  
 UMIST, Manchester

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 University of Windsor

*-Midwest USA Chapter-*  
 Preet Aulakh, Chair  
 Michigan State University

*-Northeast USA Chapter-*  
 Lloyd Russow  
 Philadelphia College of Textiles and Science

*-Southeast USA Chapter-*  
 M. Reza Vaghefi, Chair  
 University of North Florida

*-Southwest USA Chapter-*  
 Ben Kedia, Chair  
 University of Memphis

*-Western USA Chapter-*  
 "Ram" Sundaresan Ram, Chair  
 Thunderbird - AGSIM

## SOUTH AMERICA

*-South America Chapter-*  
 Carlos Fuentes, Chair  
 Universidad Gabriela Mistral, Chile

## HISTORIAN

Franklin R. Root  
 University of Pennsylvania

## JIBS

Tom Brewer, Editor  
 Georgetown University

Welcome to the 38th Annual Meeting of the Academy of International Business. This year, we enjoy the added attraction of meeting jointly with the CLADEA (Congreso Latino-Americano de Administracion) in the exciting city of Monterrey. Our gracious hosts at ITESM have created a multicultural atmosphere where the AIB members will feel very much at home. The 1997 Program Chair Mike Kotabe has worked closely with his dedicated staff and track chairs to put together a varied and global look at "The New Regionalism: Spanning Trade Blocs Around the World." Anabella Davila and her wonderful staff at ITESM have planned and coordinated the CLADEA program and the AIB logistics to make our first meeting in Mexico a fittingly international event.

We would like to recognize the following individuals as they were instrumental in making this year's meeting a success.

## Program

*Program Chair:* Masaaki "Mike" Kotabe, The University of Texas at Austin

*Program Assistants:* Maneesh Chandra, The University of Texas at Austin  
 Liesl Riddle, The University of Texas at Austin

## Regional Track Chairs

*Western/Northern Europe:* Michael R. Czinkota, Georgetown University

*Central/Eastern Europe and Former Soviet Republics:* Ersal Gencturk, Koç University

*Asia and Oceania:* Yadong Luo, University of Hawai'i at Manoa

*Latin America:* Hildy Teegen, George Washington University

*NAFTA Issues:* Dale F. Duhan, Texas Tech University

*Middle East/Africa:* Kate Gillespie, The University of Austin at Texas

## Monterrey Arrangements

*Host School:* Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)/ Graduate School of Business Administration and Leadership (EGADE)

*Logistics Chair:* Anabella Dávila, EGADE, ITESM

*Administrator Coordinator:* Josefina Cardenas, EGADE, ITESM

*Logistics:* Geraldina Villarreal, EGADE, ITESM

*Finance Coordinator:* Claudia Ramos, EGADE, ITESM

*Corporate Image:* Jazmin Calvillo, EGADE, ITESM

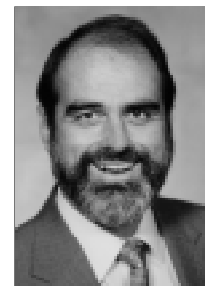
*Secretary:* Maricela Melendez, EGADE, ITESM

## Placement Services

*Coordinator:* Michael S. Minor, The University of Texas-Pan American



*Vice President of Administration*  
 Susan Trussler  
 Univ. of Scranton



*Executive Secretary*  
 James R. Wills  
 Univ. of Hawai'i

# 1997 AIB Program Committee

Sanjeev Agarwal Iowa State University	Jose Campa New York University	William G. Egelhoff Fordham University	Yasuo Hoshino Tusukuba University
Raj Aggarwal John Carroll University	Mark Cannice University of San Francisco	Deniz Erden Bogazici University	G.Thomas M. Hult Florida State University
Gerald S. Albaum Hong Kong U. of Sci. and Tech.	John A. Cantwell University of Reading	Sevo Eroglu Georgia State University	Andrew Inkpen Thunderbird - AGSIM
Dana Alden University of Hawaii	Mark C. Casson University of Reading	John Fahy Trinity College	Zamir Iqbal The World Bank
Dhia Alhashim California State Univ. Northridge	S. Tamer Cavusgil Michigan State University	Fatemi Khosrow Texas A&M International Univ.	Laurent L. Jacque Tufts University
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Syed Tariq Anwar West Texas A&M University	Satya P. Chattopadhyay University of Scranton	Edward B. Flowers St John's University	Subhash C Jain University of Connecticut
Harvey Arbelaez Pennsylvania State University	Roger Chen University of San Francisco	Lawrence Franko University of Massachusetts	Johny K. Johansson Stockholm School of Economics
Takayuki Asada Osaka University	Tailan Chi Univ. of Wisconsin-Milwaukee	Colette A. Frayne California Polytechnic University	Robert Johnson University of San Diego
Preet S. Aulakh Michigan State University	Victor Childers Indiana University	Prem Gandhi State University of New York	Jan Hack Katz Cornell University
David K. Backus New York University	Dong Sung Cho Seoul National University	Jaishankar Ganesh University of Central Florida	Warren J. Keegan Pace University
Susan Bartholomew University of Cambridge	J. Jay Choi Temple University	Joseph Ganitsky Loyola University	Taeho Kim Thunderbird - AGSIM
Christopher A. Bartlett Harvard University	Susan Christofferson Philadelphia Coll. of Textiles & Sci.	Tao Gao Virginia Tech	Yui Kimura University of Tsukuba
Schon Beechler Columbia University	Catherine Co University of Central Florida	Julian E. Gasper Texas A&M University	Bruce M. Kogut University of Pennsylvania
Marois Bernard Groupe HEC	Farok Contractor Rutgers University	Hubert Gatignon INSEAD	Paul Kolesa George Washington University
Dharm Bhawuk University of Hawaii	Jean-Claude Cosset Universit Laval	J. Michael Geringer California Polytechnic University	Tatiana Kostova University of South Carolina
Allan W. Bird California Polytechnic University	Edward Coyne Nova Southeastern University	Fariborz Ghadar Pennsylvania State University	Duane A. Kujawa University of Miami
Julian Birkinshaw Stockholm School of Economics	C. Samuel Craig New York University	Michel Ghertman Group HEC	Sumit Kumar Kundu Saint Louis University
Ingmar Bjorkman Swedish School of Economics	Michael R. Czinkota Georgetown University	Animesh Ghoshal DePaul University	Chuck Kwok University of South Carolina
Andrew Blair University of Pittsburgh	Shirley J. Daniel University of Hawaii	Kate Gillespie University of Texas at Austin	Douglas F. Lamont Douglas Lamont & Associates
Tim Blumentry University of Southern Carolina	Steven Dawson University of Hawaii	James D. Goodnow Bradley University	Irene Lange California State University
Jean Boddewyn City University of New York	Robert Doktor University of Hawaii	Robert T. Green University of Texas at Austin	Chung-Ming Lau Chinese Univ. of Hong Kong
Muzaffer Bodur Bogazici University	Luis V. Dominguez Florida Atlantic University	Andreas Grein City University of New York	Peter G. Lauter George Washington University
Nakiye A. Boyacigiller San Jose State University	Susan P. Douglas New York University	Robert E. Grosse Thunderbird - AGSIM	Ricardo Leal University of Nevada - Reno
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Chris J. Brewster Cranfield School of Management	Frank L. DuBois The American University	Kent Hargis University of South Carolina	Donald R. Lessard Massachusetts Inst. of Tech.
Richard Brislin University of Hawaii	Gunter Dufey WHU-Koblenz	Michael Hergert San Diego State University	Mingfang Li California State University
Peter J. Buckley University of Leeds	Mary Lou Egan George Washington University	June Y. Hoang University of Michigan	Peter Ping Li California State University

# 1997 AIB Program Committee (Cont'd)

Stanislaus Wai-Kwan Li Univ. of Texas - Pan American	Samuel C. Okoroafo University of Toledo	Kendall Roth University of South Carolina	Jean-Claude Usunier LARGE / Iniversite Louis Pasteur
Neng Liang Loyola College in Maryland	Daniel Ondrack University of Toronto	Lloyd C. Russow Philadelphia Coll. of Textiles & Sci.	Robert Vambery Pace University
Lianlian Lin California State Polytechnic Univ.	Gregory K. Ornatowski Massachusetts Inst. of Tech.	Tagi Sagafi-Nejad Loyola College	Daniel Van Den Bulcke University of Antwerp
Jan Luytjes Florida International University	Joyce S. Osland University of Portland	Tomoaki Sakano Waseda University	Heidi Vernon-Wortzel Northeastern University
Leonard Lynn Case Western Reserve University	Yongsun Paik Loyola Marymount University	Rakesh B. Sambharya Rutgers University at Camden	Ilan Vertsinky University of British Columbia
Arvind Mahajan Texas A&M University	Hugh Patrick Columbia University	Saeed Samiee The University of Tulsa	Mary Ann Von Glinow Florida International University
Charlie E. Mahone Howard University	Ronald J. Patten DePaul University	Dung Sanford George Washington University	Peter G.P. Walters Hong Kong Polytechnic Univ.
Eric Mais University of Hawaii	Mike Peng Unviersity of Hawaii	Mitrabaran Sarkar Michigan State University	Jerry Watzke Tulane University
Xavier Martin New York University	Mark F. Peterson Florida Atlantic University	J. Myles Shaver New York University	Stephen E Weiss York University
Mark Mason Yale University	Arvind Phatak Temple University	Dipendra Sinha Macquarie University	Louis Wells Jr. Harvard Business School
David McClain University of Hawaii	Juan Antonio Poblete Universidad Gabriela Mistral	Leo Evariste Sleuwaegen Catholic University of Louvain	Mira Wilkins Florida International University
John McIntyre Georgia Institute of Technology	V. Kanti Prasad Univ. of Wisconsin-Milwaukee	Luc Soenen California Polytechnic University	James R. Wills University of Hawaii
Bruce McKern Monash Mt.Eliza Bus. School	Thomas A. Pugel New York University	Andrew Spice University of Pennsylvania	Bernard M. Wolf York University
Martin Meznar Arizona State Univeristy West	Lee H. Radebaugh Brigham Young University	John Stopford London Business School	Nancy Wong University of Hawaii
Edwin L. Miller University of Michigan	Murli Rajan University of Scranton	David L. Sturges Univ. of Texas-Pan American	Van R. Wood Virginia Commonwealth Univ.
Claudio Milman Western Michigan University	Dan Rajaratnam Baylor University	Glen Taylor University of Hawaii	Lawrence H. Wortzel Northeastern University
Michael Minor Univ. of Texas-Pan American	David A. Ralston University of Connecticut	Justin J. Tan Cal.State Univ. at San Marcos	Richard W. Wright McGill University
Bruce Money University of South Carolina	Ravi Ramamurti Northeastern Univeristy	Shelley Tapp Saint Louis University	Aimin Yan Boston University
Richard W. Moxon University of Washington	C.P. Rao Old Dominion University	Vern Terpstra University of Michigan	Jiawen Yang George Washington University
Tracy Murray University of Arkansas	David M. Reeb Worcester Polytechnic Institute	George Tesar Univ. of Wisconsin - Whitewater	John Z. Yang Fordham University
Thomas P. Murtha Carlson School of Management	Douglas Reid University of Western Ontario	Hans B. Thorelli Indiana University	Atilla Yaprak Wayne State University
Matthew Myers Michigan State University	James Richardson Unviersity of Hawaii	Lisa Troy Utah State University	Bernard Yin Yeung University of Michigan
Robert Nason Michigan State University	David A. Ricks Thunderbird - AGSIM	Susan Trussler University of Scranton	George Yip Univ.of California at Los Angeles
Raghu Nath University of Pittsburgh	Christine P. Ries The Claremont Graduate School	Adrian Tschoegl University of Pennsylvania	Srilata A. Zaheer University of Minnesota
William Newburry New York University	Tish Robinson New York University	Yoshi Tsurumi City University of New York	Mahmood A. Zaidi University of Minnesota
Douglas Nigh University of South Carolina	Richard D. Robinson University of Puget Sound	Rosalie L. Tung Simon Fraser University	Udo Zander Stockholm School of Economics
Sharon O'Donnell University of South Carolina	Stefan H. Robock Columbia University	Louis Turner Royal Institute on Int'l Affairs	
Alphonso Ogbuehi Saint Joseph's University	Thomas W. Roehl U. of Illinois at Urbana-Champaign	F. Ulgado Georgia Institute of Technology	

# 1997 AIB ANNUAL MEETING PROGRAM OVERVIEW

<b>Wednesday, Oct. 8</b>	
08:00 - 17:00	Executive Board Meeting Oaxaca, Crowne Plaza
17:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
<b>Thursday, Oct. 9</b>	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
07:30 & 7:40	Buses depart from Crowne Plaza to ITESM (Consortium participants)
08:00 - 10:00	Chapter Chairs Meeting Nuevo Leon III, Crowne Plaza
08:00 - 17:00	Executive Board Meeting Oaxaca, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00 - 14:00	Doctoral Consortium 1A, 1B, 1C & IIA , Centro Estudiantil, ITESM
08:00 - 12:00	Jr. Faculty Consortium Sala IIC of Centro Estudiantil, ITESM
10:30 - 13:00	Company Tours depart from Ambassador
12:00 - 12:30	Brown Bag Lunch (Consortium participants)
13:30 - 13:40	Buses depart from ITESM to Crowne Plaza (Jr. Faculty Consortium participants)
14:00 - 15:30	Presentation Skills Ducal, Ambassador
14:30 - 14:40	Buses depart from ITESM to Crowne Plaza (Doctoral Consortium participants)
15:00 - 16:30	Farmer Award Finalists' Presentations Ministros/Diplomatico, Ambassador
16:30 - 18:00	Fellows Panel Ministros/Diplomatico, Ambassador
18:00 - 18:30	Track/Session Chairs Meeting Ministros/Diplomatico, Ambassador
18:30 - 20:30	Presidential Reception S. Embajadores, Ambassador
<b>Friday, Oct. 10 CLADEA/AIB Joint Sessions</b>	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00	Buses depart from Crowne Plaza to ITESM
09:00 - 10:30	Plenary Session 1 Sala III, Centro Estudiantil, ITESM
10:45 - 12:15	Plenary Session 2 Sala III, Centro Estudiantil, ITESM

12:15 - 12:35	Buses depart from ITESM to Crowne Plaza
12:00 - 13:30	Lunch on your own at ITESM Campus
13:45 - 14:45	Campus Tours Centro Estudiantil, ITESM
15:00	Buses depart from ITESM to Crowne Plaza
13:45 - 15:15	Concurrent Sessions (pages 9-10) Crowne Plaza
15:30 - 17:00	Concurrent Sessions (pages 10-11) Crowne Plaza
17:15 - 18:45	Meet the Editors Nuevo Leon III, Crowne Plaza
19:30	Buses depart from Crowne Plaza to Centro Cultural Alfa
20:00 - 23:00	Fiesta Mexicana Jardin Prehispanico, Centro Cultural Alfa
23:30	Buses depart from Centro Cultural Alfa to Crowne Plaza
<b>Saturday, Oct. 11</b>	
07:00 - 20:00	Registration Sala 7 & 8, Crowne Plaza
08:00 - 17:00	Placement Services Colima, Crowne Plaza
08:00 - 9:30	Concurrent Sessions (pages 12-14) Crowne Plaza
09:45 - 11:15	Concurrent Sessions (pages 14-15) Crowne Plaza
11:30 - 13:00	Concurrent Sessions (page 16) Crowne Plaza
11:30 - 13:00	JIBS Decade Award Presentation Oaxaca, Crowne Plaza
13:00 - 15:00	Awards Banquet Nuevo Leon I and II, Crowne Plaza
15:15 - 16:45	Concurrent Sessions (pages 17-19) Crowne Plaza
17:00 - 18:30	Concurrent Sessions (pages 19-20) Crowne Plaza
<b>Sunday, Oct. 12</b>	
08:00 - 13:00	Placement Services Colima, Crowne Plaza
08:00 - 09:30	Concurrent Sessions (pages 20-22) Crowne Plaza
09:45 - 11:15	Concurrent Sessions (pages 22-23) Crowne Plaza
11:30 - 12:00	Members' Meeting Nuevo Leon III, Crowne Plaza

**Registration Hours**

17:00 - 20:00, Wednesday, Oct. 8  
 07:00 - 20:00, Thursday, Oct. 9 - Saturday, Oct. 11  
 Sala 7 & 8, Crowne Plaza

**Exhibits**

09:00 - 17:00, Thursday, Oct. 8 - Saturday, Oct. 11  
 Second Floor Hallway, Crowne Plaza

*Exhibitors*

- Addison Wesley Longman
- Blackwell Publishers
- Copenhagen Business School Press
- Edgar Elgar Publishing
- John Wiley & Sons, Inc.
- South-Western College Publishing

**Placement Services**

08:00 - 17:00, Thursday, Oct. 9 - Saturday, Oct. 11  
 08:00 - 13:00, Sunday, Oct. 12  
 Colima, Crowne Plaza

**Company Tours**

10:30 - 13:00 Company Tours depart from Ambassador Hotel  
*\$10 will be collected to cover transportation costs.*

**Campus Tours**

13:45 - 14:45 Centro Estudiantil, ITESM

**Buses**

*Thursday, Oct. 9*

07:30 & 7:40 Buses depart from Crowne Plaza to ITESM  
 13:30 - 13:40 Buses depart from ITESM to Crowne Plaza  
 14:30 - 14:40 Buses depart from ITESM to Crowne Plaza

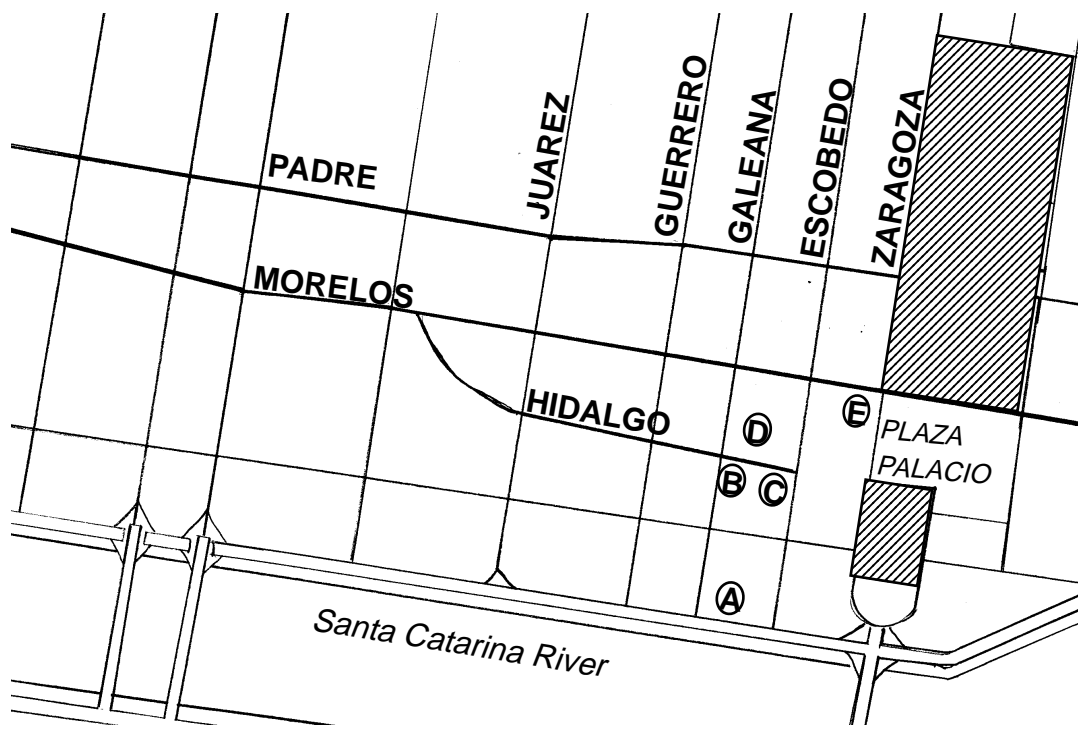
*Friday, Oct. 10*

08:00 Buses depart from Crowne Plaza to ITESM  
 12:15 - 12:35 Buses depart from ITESM to Crowne Plaza  
 15:00 Buses depart from ITESM to Crowne Plaza  
 19:30 Buses depart from Crowne Plaza to *Fiesta*  
 23:30 Buses depart from *Fiesta* to Crowne Plaza

**Important Information**

- Please be sure to wear your **name tags** at all times during the conference. Participants not wearing their name tags may be refused entry to conference functions.
- Keep an eye on **your belongings**. Put your name on your conference portfolio, program, and proceedings as they are easily confused with those of other participants.
- All **business services** (faxing, copying, printing, use of PCs and meeting rooms) are available for a fee at the hotel **Business Center**.
- Please contact the AIB registration desk if you have any **questions** during the conference.

**Map of Hotel Area**



**HOTELS**

- A. Crowne Plaza  
tel: 319-6000
- B. Ambassador  
tel: 342-2040
- C. Ancira Radisson  
tel: 345-7575
- D. Howard Johnson  
tel: 319-0900
- E. Hotel Monterrey  
tel: 344-7378

**Wednesday, October 8, 1997****AIB Executive Board Meeting**

Time: 8:00 - 17:00

Room: Oaxaca, Crowne Plaza

**Registration**

Time: 17:00 - 20:00

Room: Sala 7 &amp; 8, Crowne Plaza

**Thursday, October 9, 1997****Registration**

Time: 7:00 - 20:00

Room: Sala 7 &amp; 8, Crowne Plaza

**AIB Chapter Chairs Meeting**

Time: 8:00 - 10:00

Room: Nuevo Leon III, Crowne Plaza

**AIB Executive Board Meeting**

Time: 8:00 - 17:00

Room: Oaxaca, Crowne Plaza

**Placement Services**

Time: 8:00 - 17:00

Room: Colima, Crowne Plaza

**Buses depart from Crowne Plaza to ITESM**

(for Doctoral Consortium and Jr. Faculty Consortium Participants)

Time: 7:30 - 7:40

**Doctoral Consortium**

(Merge to Farmer Award Presentation at 15:00)

Time: 8:00 - 14:20

Room: Salas 1A, 1B, 1C and IIA, Centro Estudiantil, ITESM

**Chairs:**

Bruce Kogut, University of Pennsylvania

Sri Zaheer, University of Minnesota

**Faculty Participants:**

Mary Yoko Brannen, University of Michigan

Carlos Garcia-Pont, IESE, Spain

Thomas Murtha, University of Minnesota

Subi Rangan, INSEAD, France

Diane Rulke, University of Minnesota

**Jr. Faculty Consortium**

Time: 8:00 - 12:00

Room: Sala IIC of Centro Estudiantil, ITESM

**Chair:**

S. Tamer Cavusgil, Michigan State University

**Panelists:**

Nakiye Boyacigiller, San Jose State University

S. Tamer Cavusgil, Michigan State University

Gunter Dufey, University of Michigan

J. Myles Shaver, New York University

**Company Tours**

(VITRO, CIGARRERA, CERVECERIA, MASECA &amp; SEGULOS LA COMMERCIAL)

Time: 10:30 - 13:00

Departing: Ambassador Hotel

**Brown Bag Lunch**

Time: 12:00 - 12:30

Room: Centro Estudiantil, ITESM (in same rooms)

**Buses depart from ITESM to Crowne Plaza**

(for Jr. Faculty Consortium participants)

Time: 13:30 - 13:40

**Presentation Skills**

Time: 14:00 - 15:30

Room: Ducal, Ambassador Hotel

**Presenters:**

Warren Keegan, Pace University

José de la Torre, University of California - Los Angeles

**Buses depart from ITESM to Crowne Plaza**

(for Doctoral Consortium participants)

Time: 14:30 - 14:40

**Richard N. Farmer Dissertation Award Finalists' Presentations**

**Time: 15:00 - 16:30**

**Room: Ministros/Diplomatico, Ambassador Hotel**

**Chair: Lee H. Radebaugh, Brigham Young University**

*Firms and Free Trade: An Examination of U.S MNCs Strategic Adjustments to Trade Liberalization in the Canadian Market*

Susan Feinberg, University of Maryland

*Success of the Transnational Transfer of Organizational Economies in Central and Eastern Europe*

Tatiana Kostova, University of South Carolina

*Determinants of Foreign Direct Investment in Transition Economies in Central and Eastern Europe*

Klaus E. Meyer, Copenhagen Business School

*Japanese Governance Structures and the Relational Access Paradigm: Origins and Practices of Japanese Industrial Groups*

Mark J. Scher, Institute of Financial Affairs (New York)

\*Note: The affiliations noted above indicate where they are currently employed.

**Fellows Panel**

**Competitive and Organizational Adjustments in Mexico's Opening Economy**

**Time: 16:30 - 18:00**

**Room: Ministros/Diplomatico, Ambassador Hotel**

**Chair: John D. Daniels, (Dean of Fellows) University of Richmond**

**Presentation:**

Gil Diaz, Vice Governor Banco de Mexico

**Discussant:**

José de la Torre, University of California - Los Angeles

**Track and Session Chairs Meeting**

**Time: 18:00 - 18:30**

**Room: Ministros/Diplomatico, Ambassador Hotel**

**Presidential Reception**

**Time: 18:30 - 20:30**

**Room: S. Embajadores, Ambassador Hotel**

*-Serving Mexican appetizers with one complimentary drink*

*-Traditional guitar music.*

**Friday, October 10, 1997**

**Registration**

**Time: 7:00 - 20:00**

**Room: Sala 7 & 8, Crowne Plaza**

**Placement Services**

**Time: 8:00 - 17:00**

**Room: Colima, Crowne Plaza**

**Buses depart from Crowne Plaza to ITESM (for Plenary Sessions)**

**Time: 8:00**

**Plenary Session 1: "Economic Model Proposal for Latin America: The Business View"**

**Time: 9:00 - 10:30**

**Room: Sala III of Centro Estudiantil, ITESM**

**Moderator:**

Lourdes Dieck, EGADE, ITESM

**Panel Members:**

Carlos Abascal, CEO, Afianzadora Insurgentes

Dionisio Garza, CEO, Alfa

Enrique Zambrano, CEO, Proeza

**Plenary Session 2: Internationalization of the Business Curriculum**

**Time: 10:45 - 12:15**

**Room: Sala III of Centro Estudiantil, ITESM**

**Moderator:**

S. Tamer Cavusgil, Michigan State University

**Panel Members:**

Jeffrey S. Arpan, University of South Carolina (& AIB President)

Andrew Blair, (Interim) Dean, University of Pittsburgh  
Jaime Alonso Gomez, Dean, EGADE, ITESM-Monterrey

Robert G. May, Dean, GSB, The University of Texas at Austin

Jorge Talavera, Dean, Universidad San Ignacio de Loyola-Lima

**Buses depart from ITESM to Crowne Plaza (for participants attending AIB sessions)**

**Time: 12:00 - 12:20**

**Lunch on Your Own****Time: 12:15 - 13:30**      **Location: ITESM**

A wide variety of restaurants are available at ITESM for those interested in the campus tours. They include *Jubileo*, *Centrales*, *Vips*, *Refugio*, and *Molcas*.

**ITESM Campus Tours****Time: 13:45 - 14:45**      **Centro Estudiantil, ITESM****Buses depart from ITESM to Crowne Plaza****Time: 15:00**

## Friday, October 10, 1997

### 13:45 to 15:15 at the Crowne Plaza

#### **Competitive Session 1:** **Global Strategy in Asia**

**Date: October 10, 1997**      **Time: 13:45 - 15:15****Room: Guerrero**

**Chair: Ravi Ramamurti, Northeastern University**  
**Discussant: Tailan Chi, University of Wisconsin - Milwaukee**

*Firm Performance in a Transition Economy: Institutional vs. Economic Effects in China*

Seung Ho Park, Rutgers University  
Shaomin Li, City University of Hong Kong

*Linking the Foreign Entry Mode Decision to Performance: A Theoretical Integration and Comparative Case Analysis of US 'High-Tech' Entries Into Greater China*

Mark V. Cannice, University of San Francisco

*Dynamic Strategic Groups: Evidence from the Japanese Pharmaceutical Industry*

Sabine B. Reddy, Wayne State University  
D. Sudharshan, University of Illinois at Urbana-Champaign  
Thomas Roehl, University of Illinois at Urbana-Champaign

#### **Competitive Session 2:** **Strategy Issues from European Perspectives**

**Date: October 10, 1997**      **Time: 13:45 - 15:15****Room: Durango**

**Chair: Michael R. Czinkota, Georgetown University**  
**Discussant: James Maskulka, Lehigh University**

*Culture, Risk and Mode Selection in Central and Eastern Europe*

Keith D. Brouthers, University of East London  
Lance Eliot Brouthers, University of Texas - San Antonio, Texas

George Nakos, Clayton College and State University - Atlanta, Georgia

*Subsidiary Role and Strategic Decision Making*

James H. Taggart, University of Strathclyde

*International Diversification and Performance of European Firms*

Ike Mathur, Southern Illinois University  
Kumar Mehta, Southern Illinois University at Carbondale

Manohar Singh, Southern Illinois University at Carbondale

#### **Competitive Session 3:** **Foreign Direct Investment, Internationalization, and Economic Benefit**

**Date: October 10, 1997**      **Time: 13:45 - 15:15****Room: Veracruz**

**Chair: Attila Yaprak, Wayne State University**  
**Discussant: Susan Trussler, University of Scranton**

*Tariff Jumping DFI and Export Substitution: Japanese Electronics Firms In Europe*

Leo Sleuwaegen, Catholic University of Leuven  
Rene Belderbos, University of Sussex

*Foreign-Owned Subsidiaries and Regional Development: The Case of Sweden*

Julian Birkinshaw, Stockholm School of Economics

*The Role of Internalizing Information in the Internationalization of the SME*

Peter W. Liesch, University of Tasmania  
Gary A. Knight, Florida State University

*Internationalization Reconsidered: Tangible Versus Intangible Measures of Internationalization*

Omar N. Toulan, Stockholm School of Economics

**Competitive Session 4:  
Internationalization and Market Expansion**

**Date:** October 10, 1997    **Time:** 13:45 - 15:15

**Room:** Sonora

**Chair:** Arvind Phatak, Temple University

**Discussant:** Brian Toyne, St. Mary's University

*Internationalization of the Multinational Corporation, International Dimensions of the Top-Management-Team Character, and Performance: A Tacit Knowledge Model*

Nicholas Athanassiou, Northeastern University

Douglas Nigh, University of South Carolina

*The Competitive Advantage of Late Movers: What Types of Markets Should They Choose?*

Dong-Sung Cho, Seoul National University

Jinah Choi, Seoul National University

H. Chang Moon, University of the Pacific

*An Assessment of Generic Business Strategies from the Perspective of Internationalization*

V. V. Miller, Texas A&M University

**Panel Session 1:**

**The Role of Foreign Direct Investment in East European Transition**

**Date:** October 10, 1997    **Time:** 13:45 - 15:15

**Room:** Jalisco

**Panel Members:**

Marin Marinov, (Chair) University of Colorado at Colorado Springs

Susan Bridgewater, University of Warwick

Jorma Larimo, University of Vaasa

Klaus E. Meyer, Copenhagen Business School

**Panel Session 2:**

**Designing Better Strategic Alliances Agreements**

**Date:** October 10, 1997    **Time:** 13:45 - 15:15

**Room:** Nuevo Leon III

**Panel Members:**

Farok J. Contractor (Chair), Rutgers University

John Hagedoorn, Universiteit Maastricht

Manuel Tenorio, Hylsa SA

Asha Rao, Rutgers University

Steve Weiss, York University

**Friday, October 10, 1997  
15:30 to 17:00 at the Crowne Plaza**

**Forum Session 1:**

**Regionalism and Competitive Advantage**

**Date:** October 10, 1997    **Time:** 15:30 - 17:00

**Room:** Guerrero

**Chair:** Thomas Murtha, University of Minnesota

*The Determinants of West-East Business: An Analysis of Ownership Advantages*

Klaus E. Meyer, Copenhagen Business School

*Firm Competitiveness and Regionalization: A Theoretical Perspective*

Ben L. Kedia, The University of Memphis

Paula D. Harveston, The University of Memphis

Clay Dibrell, The University of Memphis

*The Regionalization of Global Strategy*

Maneesh Chandra, University of Texas at Austin

*The OECD Techno-Diamonds: Growth Paths Based on Techno-Nationalism, Techno-Regionalism, or Techno-Globalism*

Monisha Das, College of New Jersey

Sumit K. Kundu, St. Louis University

*UK FDI and the Comparative Advantage of the UK*

Lilach Nachum, UNCTAD

J.H. Dunning, Reading University

G.G. Jones, Reading University

**Forum Session 2:**

**The Restructuring of Business in Central and Eastern Europe**

**Date:** October 10, 1997    **Time:** 15:30 - 17:00

**Room:** Durango

**Chair:** Michael S. Minor, The University of Texas-Pan American

*The Realignment of International Trade in Central Europe*  
Animesh Ghoshal, DePaul University

*Enterprise Structuring and Foreign Direct Investment in Central and Eastern Europe*

Val Samonis, University of Toronto

*Seeds of Success: Organizational Transformation in the Czech Republic*

Karen Newman, Georgetown University

Stanley Nollen, Georgetown University

*Minimizing the Impact of Intra-Joint Venture Conflict: The Case of Russian International Joint Ventures*

Carl F. Fey, Stockholm School of Economics

*Partner Selection and Trust Building in Western European-Russian Joint Ventures: A Western Perspective*

Africa Arino, University of Navarra  
 Mikhail Abramov, Moscow State University of Forestry  
 Mikrodin Irina Skorobogatykh, Russian Economic Academy-Plekhanov  
 Irina Rykounina, Moscow State University of Forestry  
 Joaquim Vila, University of Navarra

### **Forum Session 3: Cooperative Strategy**

**Date: October 10, 1997    Time: 15:30 - 17:00**  
**Room: Veracruz**

**Chair: Syed Tariq Anwar, West Texas A&M University**

*Long Term Cooperation Prospects in International Joint Ventures—Perspectives of Chinese Firms*

Rongxin Chen, University of San Francisco  
 David J. Boggs, University of Texas at Dallas

*Contracting with the State: Australian Investment in Vietnam and Indonesia*

Elizabeth Maitland, University of Melbourne

*The Impact of Structural and Managerial Variables on Equity International Joint Venture (EIJV) Effectiveness in China and Hungary*

William Newbury, New York University  
 Orly Yehekel, The Open University of Israel and Tel-Aviv University  
 Yoram Zeira, Tel-Aviv University

*The Evolution of Inter-Organizational Relationships Under China's Economic Reforms*

Laura L. Whitcomb, California State University  
 Cheng Li, California State University  
 Ping Zhao, Tsinghua University

### **Forum Session 4: International Business Issues: Middle East and Africa**

**Date: October 10, 1997    Time: 15:30 - 17:00**  
**Room: Sonora**

**Chair: Lyn S. Amine, St. Louis University**

*Competition Policy and Global Competitiveness in South Africa*

Saul Klein, Wits Business School

*Diaspora Attitudes Toward Homeland Investment in the Middle East*

Kate Gillespie, University of Texas at Austin  
 Liesl Riddle, University of Texas at Austin  
 Edward Sayre, University of Texas at Austin  
 David Sturges, University of Texas-Pan American

*Creating Strategic Alliances in the Global Village: The South African Case*

Johan Hough, University of South Africa

*Moral Philosophies and Selected Components of Ethical Decision-Making Process of American and South African Marketers: A Cross-Cultural Analysis*

Anusorn Singhapakdi, Old Dominion University  
 Nicola Higgs-Kleyn, University of the Witwatersrand  
 C.P. Rao, Old Dominion University

### **Panel Session 3: In Search of New Theories of Foreign Direct Investment: The Case of Korean Firms**

**Date: October 10, 1997    Time: 15:30 - 17:00**  
**Room: Jalisco**

**Panel Members:**

Dong-Sung Cho (Chair), Seoul National University  
 H. Chang Moon (Co-Chair), University of the Pacific  
 Dong Kee Rhee, Seoul National University  
 Young-Doh Huh, Ulsan University  
 Seon Shik Kim, Sookmyung Women's University  
 In-Soo Kang, Sookmyung Women's University

### **Panel Session 4: Competitive and Strategic Issues Associated with Trade Blocs**

**Date: October 10, 1997    Time: 15:30 - 17:00**  
**Room: Nuevo Leon III**

**Panel Members:**

Usha C.V. Haley (Chair), The Australian National University  
 Jose Barona, Ministry of Foreign Affairs, Mexico  
 George T. Haley, Queensland University of Technology  
 Kong Yam Tan, National University of Singapore



*Charismatic Leadership: A Comparison of Canadian and Iranian Executives*

Mansour Javidan, University of Calgary  
Dale Carl, University of Calgary

*The Impact of National Origin on the Survival of Foreign Affiliates: A Comparative Study of North European and Japanese Investors in the United States*

Jean-Francois Hennart, University of Illinois at Urbana-Champaign  
Harry G. Barkema, University of Tilburg  
Harry Bell, University of Tilburg  
Gabriel R.G. Benito, Norwegian School of Management  
Jorma Larimo, University of Vaasa  
Torben Pedersen, Copenhagen Business School  
Ming Zeng, University of Illinois at Urbana-Champaign

**Competitive Session 8:  
Market Entry and Growth in Asia**

**Date: October 11, 1997**    **Time: 8:00 - 9:30**  
**Room: Sonora**

**Chair: Duane Kujawa, University of Miami**  
**Discussant: Srilata Zaheer, University of Minnesota**

*Do Business Ethics Concepts Apply Cross-Culturally: A Study of American and Malaysian Managers*

C.P. Rao, Old Dominion University  
Kiran W. Karande, Old Dominion University  
Anusorn Singhapakdi, Old Dominion University  
Mohd. Ismail Ahmad, Universti Pertanian, Malaysia

*Expatriate Employment Patterns in Subsidiaries of Japanese MNEs*

Andrew Delios, University of Western Ontario

*Bangladeshi Consumers' Country-of-Origin (COO) Attitudes Toward Imported Products in Comparison to Their Domestic Counterparts*

Erdener Kaynak, Pennsylvania State University at Harrisburg  
Orsay Kucukemiroglu, Pennsylvania State University at York  
Akmal S. Hyder, Gavle-Sandviken University College

**Panel Session 5:  
Economic Groups in Latin America**

**Date: October 11, 1997**    **Time: 8:00 - 9:30**  
**Room: Jalisco**

**Panel Members:**

Robert Grosse (Chair), Thunderbird  
Juan Yanes, MAI Consulting  
Moises Naim, Government of Venezuela  
Francisco Piedrahita, ICESI

**Poster Session 1**

**Date: October 11, 1997**    **Time: 8:00 - 11:15**  
**Room: Nuevo Leon III**

**Chair: Donald R. Lessard, Massachusetts Institute of Technology**

*Crossborder Acquisition Strategies in Latin America in 1995-1996*

Fernando Robles, George Washington University

*Economic Function of Regional Grouping: The Case of MERCOSUR*

Tapen Sinha, Instituto Tecnologico Autonomo de Mexico  
Dipendra Sinha, Macquarie University

*Revisiting Multinational Firms' Ownership Strategy for International Equity Joint Ventures: A Process-Based Approach*  
Duan Xiansheng, University of Illinois at Urbana-Champaign*The End of Japanese-Style Human Resource Management? - Recent Changes, Their Causes and Their Strategic Implications*  
Gregory K. Ornatowski, Massachusetts Institute of Technology*An Application of Hofstede's VSM 94 Survey Within the Indonesian Context: An Exploratory Study*

Mark Heuer, George Washington University  
Winfred Hutabarat, Yale University  
Jeffrey L. Cummings, George Washington University

*Open Skies, Averted Eyes: SE Asian Market Response To Transnational Satellite Television*

Amos Owen Thomas, Monash University

*Expatriate Purchase Patterns: An Exploratory Study of Consumers in Saudi Arabia*

Dana-Nicoleta Lascu, University of Richmond  
Sugandha Kamalapuri, University of Richmond

*A Symbolic Architecture to Privatization*

Harvey Arbelaez, The Pennsylvania State University

*Portugal in the European Union: The First 10 Years*

George Nakos, Clayton College & State University  
Keith D. Brouters, University of East London  
Robert Moussetis, Dana College

*Global Marketing Research Institute*

Robert W. Schaffer, California State Polytechnic University  
Jerry Kirkpatrick, California State Polytechnic University  
Patricia Hopkins, California State Polytechnic University

*An Experimental Learning Activity for Teaching International Trade Theory*

John L. Lawrence, University of Idaho

*Corporate Repatriation: Toward a New Theoretical Life Cycle Model of Production Migration*

David A. Ericson, Nova Southeastern University

*Global Internet Commerce: A Model for Organizational Strategic Fit*

Steven J. Simon, Oklahoma City University

Patrick Doran, Oklahoma State University

*Deforestation and International Work-Related Values*

Bryan W. Husted, Instituto de Empresa

*Emerging-Market Companies With Changing Corporation and Financial Performance Criteria*

Frank G. Landram, West Texas A&M University

Syed Tariq Anwar, West Texas A&M University

Joan Carlson, West Texas A&M University

*First Steps to Export Success*

Chris Styles, University of New South Wales

*The Impact of Political Risk on the Foreign Direct Investment Decision*

Dorothee J. Feils, University of Regina

Florin M. Sabac, University of Regina

*Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Indexing and Clustering Techniques*

S. Tamer Cavusgil, Michigan State University

Tunga Kiyak, Michigan State University

Preet S. Aulakh, Michigan State University

*On the Impact of DFI on Economic Transition and Development*

Klaus E. Meyer, Copenhagen Business School

*Perceived Organizational Support: A Cross Cultural Study*

M. Jane Crabtree, University of Dubuque

*Cross-Cultural Differences In Perception of the Importance of Building Relationships/Trust of Deal-Making*

Cheryl Van Deusen, University of Central Florida

Carolyn B. Mueller, Ball State University

Gordon Jones, Hawaii Pacific University

Harris Friedman

*Knowledge Acquisition and Learning in an International Joint Venture: The Case of Nummi*

Refik Culpun, Penn State University at Harrisburg

*The Adoption of an Intranet - Strategic Implications*

Chris Gore, Coventry University

Emma Gore, Coventry University

*Network Analysis and Corporate Alliances*

Carlos Garcia-Pont, University of Navarra

*Asian Networking of Korean Firms: Triplization, Leapfrogging, and Global Networking Strategy*

Yun-Cheol Lee, Hankuk Aviation University

Dong-Sung Cho, Seoul National University

*Attitudes of Korean Bureaucrats Towards Foreign Investments*

Se Young Ahn, The Ministry of Trade, Industry and Energy, Korea

*Cross-national Investigation of the Relationship between Control Systems & Organizational Capacity for Learning*

Mona V. Makhija, University of Pittsburgh

Karynne Turner, University of Pittsburgh

*Strategic Responses to Market Globalization Among Advertising Agencies*

Andreas F. Grein, Baruch College - City University of New York

**Saturday, October 11, 1997**

**9:45 to 11:15 at the Crowne Plaza**

**Forum Session 5:**

**New Research Paradigms in the Making**

**Date: October 11, 1997 Time: 9:45 - 11:15**

**Room: Guerrero**

**Chair: David A. Ricks, Thunderbird**

*Emerging Organizational Paradigm for International Marketing: The Born Global Firm*

Gary A. Knight, Florida State University

S. Tamer Cavusgil, Michigan State University

*The Globalization of Industrial Research - An Investigation into its Determinants and Implications for Public Policy*

Walter Kuemmerle, Harvard Business School

*Robust Design: Global Rationalization for Proactive, Adaptable Products*

Scott Swan, The College of William & Mary

*Dual Diversification: The Theory Extension and Empirical Test*

Chad Nehrt, The University of Texas at Dallas

Joan Mileski, The University of Texas at Dallas

Anupama Phene, The University of Texas at Dallas

**Forum Session 6:  
Institutional Impact on Multinationality**

**Date:** October 11, 1997    **Time:** 9:45 - 11:15  
**Room:** Sonora

**Chair:** Andrew Blair, University of Pittsburgh

*The United Nations Code of Conduct on Transnational Corporations and the Degree of Compliance by MNCs*  
Masahiro Okada, Ohio State University

*The Institutional Environment for Multinational Investment*  
Witold J. Henisz, University of California at Berkeley

*Infrastructure Restructuring for Global Competitiveness*  
Ravi Ramamurti, Northeastern University

*Between Iron Curtain and Iron Cage: Investor Responses to Environmental Fragmentation and Institutional Ambiguity in Transition Economies*  
Stephanie Staar, New York University

*Institutions and (as) a Strategy for European Competitiveness and Convergence in an Era of Competitive Bidding*  
C. N. Pitelis, University of Cambridge

**Forum Session 7:  
Firm Strategy and Performance in Europe**

**Date:** October 11, 1997    **Time:** 9:45 - 11:15  
**Room:** Veracruz

**Chair:** Frederick D.S. Choi, New York University

*Effects of Exchange Rate Control on Company Performance*  
James H. Taggart, University of Strathclyde  
Jennifer M. Taggart, University of Strathclyde

*Identifying Export Potential: Diagnosing Obstacles to Export Initiation and Expansion*  
Robert E. Morgan, University of Wales  
Constantine S. Katsikeas, University of Wales

*Understanding Best Factors in Trade Mission Success Using a Case-Based Approach: A UK Perspective*  
Martine Spence, Middlesex University Business School  
Olivier Curet, Deloitte & Touche

*The Influence of Cultural Factors on the Capital Structure and Performance of European Retailers*  
Lynette Knowles Mathur, Southern Illinois University  
Kimberly C. Gleason, Southern Illinois University at Carbondale  
Ike Mathur, Southern Illinois University at Carbondale

**Forum Session 8:  
MNE Strategy, Resources, and Environment**

**Date:** October 11, 1997    **Time:** 9:45 - 11:15  
**Room:** Durango

**Chair:** Khosrow Fatemi, Texas A & M International

*Strategies for Attracting MNE Investment: The Role of Duration*  
Ram Mudambi, University of Buckingham

*Further Information Regarding the Effect of International Acquisitions on Analyst's Earnings Per Share Forecasts*  
David Loree, Texas A&M University  
Chun-Chung Chen, University of Texas at Dallas  
Stephen Guisinger, University of Texas at Dallas

*Strategic Response to Declining International Income in U.S. MNCs: The Role of International Experience in the Top Management Team*  
John A. Volkmar, Temple University

*Mission Statement, Vision, Corporate Philosophy, and Multinational Corporations: A Comparative Study of Fortune Global 500 Companies*  
Syed Tariq Anwar, West Texas A&M University  
Frank G. Landram, West Texas A&M University

*Resources, Mobility Barriers, and the International Competitive Positions of an Industry*  
Claudio Carpano, University of North Carolina at Charlotte  
Manzur Rahman, University of San Diego

**Panel Session 6:  
NAFTA: The Overall and Sectoral Impacts**

**Date:** October 11, 1997    **Time:** 9:45 - 11:15  
**Room:** Jalisco

**Panel Members:**

Alan M. Rugman (Chair), University of Toronto  
Lorraine Eden, Texas A&M University  
Chris Sands, CSIS, Washington DC  
John Kirton, University of Toronto

## Saturday, October 11, 1997 11:30 to 13:00 at the Crowne Plaza

### **Competitive Session 9: Strategic Alliances**

**Date:** October 11, 1997    **Time:** 11:30 - 13:00

**Room:** Guerrero

**Chair:** Bruce Mckern, Monash Mt. Eliza Business School

**Discussant:** Rongxin Chen, University of San Francisco

*The Strategic Role of Relational Bonding in International Project Collaborations*

S. Tamer Cavusgil, Michigan State University

Mitrabarun Sarkar, Michigan State University

Preet S. Aulakh, Michigan State University

*Organizational Sensemaking in Strategic Alliances: A Matter of Organizational Levels, Nationality, Company, Project or Location?*

Lin Lerpold, Stockholm School of Economics

Lena Zander, Stockholm School of Economics

*Why Firms Repeatedly Enter Into International Alliances: A Longitudinal Study*

Xavier Martin, New York University

Namgyoo Park, New York University

*What Differences in the Cultural Backgrounds of Partners are Detrimental for International Joint Ventures?*

Freek Vermeulen, Tilburg University

Harry G. Barkema, Tilburg University

### **Competitive Session 10:**

### **International Business in Latin America: Strategic Implications**

**Date:** October 11, 1997    **Time:** 11:30 - 13:00

**Room:** Durango

**Chair:** Robert T. Green, The University of Texas at Austin

**Discussant:** Van R. Wood, Virginia Commonwealth University

*Multinational Corporations, Developing Countries, and Environmental Protection: The Case of the Petroleum and Chemical Sectors in Latin America and Greater China Region*

Titus Moser, University of Cambridge

Terence Tsai, University of Cambridge

*FDI in the Caribbean: Motivations, Locational Choices and Market Entry Modes of U.S, European and Asian MNEs*

Lou Anne Barclay, University of Warwick

*The Impact of Country-of-Origin Cues on Mexican Consumers' Perceptions of Product Quality: An Empirical Test of the Decomposed Country-of-Origin Construct*

Gary S. Insch, Indiana University

J. Brad McBride, Instituto Tecnológico Autónomo de México

*Maquiladoras, Mariachi Circles, and Managerial Conflict: Multinational Management Practices in Mexico*

John Sargent, Florida International University

Linda Mathews, Florida International University

### **Competitive Session 11:**

### **Investment and Finance in Asia**

**Date:** October 11, 1997    **Time:** 11:30 - 13:00

**Room:** Sonora

**Chair:** Taeho Kim, Thunderbird

**Discussant:** Animesh Ghoshal, DePaul University

*The Internationalization of the Legal Service Industry: Experiences in Taiwan*

Tung-lung Chang, Long Island University

Cheng-Min Chuang, National Taiwan University

*An Analysis of Financial Distress in the United States and Japan*

David M. Reeb, Worcester Polytechnic Institute

Chuck C.Y. Kwok, University of South Carolina

### **Panel Session 7:**

### **Latin American Integration: The Second Wave**

**Date:** October 11, 1997    **Time:** 11:30 - 13:00

**Room:** Jalisco

**Panel Members:**

Francoise Simon (Chair), Columbia University

Julia Sagebien, Dalhousie University

Cesar Souza, Senior Vice President, Odebrecht

Fernando Robles, George Washington University

### **Panel Session 8:**

### **Multi-Media and Other Distance Learning Issues in International Business Education**

**Date:** October 11, 1997    **Time:** 11:30 - 13:00

**Room:** Veracruz

**Panel Members:**

David A. Ricks (Chair), Thunderbird

George Debakey, American University

Bodo Schlegelmilch, Wirtschafts University

Steven J. Simon, Oklahoma City University

**JIBS Decade Award Presentation****Date:** October 11, 1997    **Time:** 11:30 - 13:00**Room:** Oaxaca**Chair:** Thomas L. Brewer, Georgetown University  
**Presentation of the winning 1987 JIBS article:***Equity Joint Ventures and the Theory of the Multinational Enterprise*

Paul W. Beamish, University of Western Ontario

John C. Banks, Wilfrid Laurier University

**Discussants:**

Robert Grosse, Thunderbird-AGSIM

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

**Awards Banquet****Date:** October 11, 1997    **Time:** 13:00 - 15:00**Room:** Nuevo Leon I and II**Executive of the Year Award to be presented to**  
**Ing. Lorenzo Zambrano, CEO, CEMEX**  
–*Formal Luncheon with 1997 award presentations***Saturday, October 11, 1997**  
**15:15 to 16:45 at the Crowne Plaza****Forum Session 9:****Building Competitiveness via Alliances and Specialization****Date:** October 11, 1997    **Time:** 15:15 - 16:45**Room:** Guerrero**Chair:** Richard Wright, McGill University*A Generalized Approach to Designing the Intercompany Alliance Agreement: A Finance and Strategic Perspective*

Farok J. Contractor, Rutgers, The State University

Wonchan Ra, Rutgers University

*A Marketing Explanation for Japanese Investors' Choice of Joint Ventures Versus Wholly-Owned Subsidiaries in the US*

Shih-Fen Chen, Kansas State University

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

*Does National Cultural Distance Affect International Joint Venture Success?*

Carl F. Fey, Stockholm School of Economics

Shige Makino, Chinese University of Hong Kong

*Explaining Dynamics in the Country-Specialization Patterns Within the World Textile and Clothing Industry*

Ysabel Nauwelaerts, Catholic University Leuven

**Forum Session 10:****Foreign Direct Investments and Finance****Date:** October 11, 1997    **Time:** 15:15 - 16:45**Room:** Durango**Chair:** William R. Folks, University of South Carolina*Foreign Exchange Market Efficiency: A Time Varying Approach*

June Y. Hoang, University of Michigan Business School

Sang Kee Min, Seoul National University Business School

Keun Joong Kim, Seoul National University Business School

*The Wealth Effects of Expansion to Southeast Asia by U.S. Firms*

Ike Mathur, Southern Illinois University

Lynette Knowles Mathur, Southern Illinois University

*Source-Country Factors as Determinants of FDI in China*

Hongxin Zhao, Saint Louis University

*Locational Determinants of Japanese FDI in China*

Andrew Delios, University of Western Ontario

*Money Laundering and the Banking Sector in Hong Kong*

T.K. Ghose, University of Hong Kong

**Forum Session 11:****Cultural Dimensions of International Business****Date:** October 11, 1997    **Time:** 15:15 - 16:45**Room:** Veracruz**Chair:** Nakiye Boyacigiller, San Jose State University*Integration of Culture and Cognition: Implications for Cross-Cultural Management*

Robert H. Doktor, University of Hawaii at Manoa

Dharm P.S. Bhawuk, University of Hawaii at Manoa

*Propositions for Sales Force Management Research in Post-Bubble Japan*

Bruce Money, University of South Carolina

*Adding Tools to the Toolkit: Insights and Empirical Evidence on the Value of Additional Cultural Frameworks for International Management Research*

Martha L. Maznevski, University of Virginia

Joseph J. DiStefano, University of Western Ontario

*The Role of Leadership in the Creation of Culturally Diverse Joint Ventures: A Sino-United States Study*

Cliff Wymbs, Rutgers University

*An Experimental Study of Cultural Diversity and Work Group Effectiveness*

David C. Thomas, The University of Auckland

**Forum Session 12:  
Organizational Capabilities and Foreign  
Expansion**

**Date:** October 11, 1997    **Time:** 15:15 - 16:45

**Room:** Sonora

**Chair:** Christine P. Ries, Georgia Institute of Technology

*Achieving Transnational Pioneering Advantages: An Organizational Learning Perspective*

Kelly H. Uscategui, University of South Carolina

*The International Organization of the Biotechnology Industry*

Anoop Madhok, University of Utah

Thomas Osegowitsch, University of Western Australia

*Conceptualizing Centers of Excellence Within Multinational Corporations*

Patrick Furu, Swedish School of Economics

*Technological Competitiveness, Trade and Foreign Direct Investment*

Rajneesh Narula, Universiteit Maastricht

Katharine Wakelin, Universiteit Maastricht

*Foreign Market Entry and Extension of Organizational Capabilities - A Knowledge Management Approach*

Stefan Jonsson, Stockholm School of Economics

**Panel Session 9:**

**The Impact of Foreign Direct Investment on Host-Country Competitiveness**

**Date:** October 11, 1997    **Time:** 15:15 - 16:45

**Room:** Jalisco

**Panel Members:**

Julian Birkinshaw (Co-Chair), Stockholm School of Economics

Tony Frost, (Co-Chair), University of Western Ontario

Wilbur Chung, University of Michigan

R. Steven White, Kobe University

Donald R. Lessard (Discussant), Massachusetts Institute of Technology

**Poster Session 2:**

**Date:** October 11, 1997    **Time:** 15:15 - 18:30

**Room:** Nuevo Leon III

**Chair:** Robert Grosse, Thunderbird

*MNC's Operation in the People's Republic of China: A Comparison of Korean and Japanese Management Practices*

Geon-Cheol Shin, Kyung Hee University

Roger J. Calantone, Michigan State University

Takahide Kosaka, Nihon University

*Influences on Management Practices in Multinational Corporations (MNC) in the People's Republic of China*

John Z. Yang, Fordham University

*A Macroeconomic Analysis of India's Emerging Stock Market Performance*

Luc Soenen, California Polytechnic State University

Robert Johnson, University of San Diego

Kokila Doshi, University of San Diego

*Is There A Long-Run Relationship Between the Indian Stock Market and the Stock Markets of the Developed World?*

Dipendra Sinha, Macquarie University

Tapen Sinha, Bond University

*Crisis Benefits, Preparedness, and Vulnerability: Some Empirical Findings on Hong Kong Companies*

John K.S. Chong, University of North Dakota

Mee-Kau Nyaw, Lingnan College

*Comparing Marketing Orientation and Business Performance in Turbulent Environments*

Patriya Tansuhaj, Washington State University

James McCullough, Washington State University

Jerman Rose, Washington State University

*The Effects of the Uncertainty Avoidance Measure on the Organizational Structure Valued in the EU Countries*

Carl A. Rodrigues, Montclair State University

Eileen Kaplan, Montclair State University

*Multiple Languages in Business: Assessing Needs and Weaknesses; Developing Strategies and Solutions*

Jutta Bailey, Thunderbird, The American Graduate

School of International Management

*National Culture: A Source of Competitive Advantages in International Competition*

Edward M. Kamau, University of Memphis

L. Wakiuru Wamwara, University of Memphis

*India and China: A Comparative Analysis of Market Conditions and Opportunities for Foreign Direct Investment*

Lyn S. Amine, Saint Louis University

Sumit K. Kundu, Saint Louis University

*Organizational Culture as a Determinant of Foreign Market Entry Strategy Choice and Success*

A. Crystal Godsey, Georgia Institute of Technology

Francis M. Ulgado, Georgia Institute of Technology

Kristin Boyle, Georgia Institute of Technology

*Journey to the West: Reflections on a Semester in Shanghai*

Theodore F. Smith, Old Dominion University

*Entrepreneurial Leadership in Transitional Economy: Redesigning the Profile*

Mikhail Gratchev, Russian Academy of Sciences

Maria Frolova, Moscow State Institute of International

Relations

*Global Mindsets: An Exploratory Study*

Stell A.G. Kefalas, The University of Georgia

Ernst W. Neuland, University of Pretoria

*Measurement of Perceived Environmental Uncertainties: Response and Extension*

Kent Miller, Purdue University

*Labor Lawsuits: A Source of Disadvantage for Foreign Subsidiaries in the United States*

John Mezas, New York University

*Measuring Effects of International Business: A Comparison of Risk and Return in Multinational and Domestic Firms*

Reid W. Click, George Washington University  
Paul Harrison, Brandeis University

*Antecedents and Consequences of Foreign Market Entry: What Do We Know?*

Deepak K Datta, University of Kansas  
Pol Herrmann, University of Kansas  
Abdul M.A. Rasheed, University of Texas - Arlington

*The Use of Expatriates and Its Effect On The Performance of U.S. Multinational Affiliates*

Malika Richards, Drexel University

*The Impact of the Culture's Platform Religion on Consumer Behavior in the Global Marketplace*

Lois Bitner Olson, United States International University

*International Innovation in the Multinational Corporation: A Taxonomy and Review*

Ivo Zander, Stockholm School of Economics  
Orjan Solvell, Stockholm School of Economics

*Intra-Firm Geographical Transfer of Capabilities Obstructed by Perceptions Gaps?*

Niklas Arvidsson, Stockholm School of Economics

*Research on Corporate Governance: A Comparison of Germany, Japan, and U.S.*

Abdul M.A. Rasheed, University of Texas at Arlington  
Rolf Buhner, Universitat Passau  
Joseph Rosenstein, University of Texas at Arlington  
Toru Yoshikawa, Nihon University

*Can a Country Leap Frog its Economic Developmental Gap? New Directions from the 'Science of Complexity'*

Bhatt L. Vadlamani, University of Massachusetts  
Debabrata Sen, Harvard Institute of International Development

*Toward a Cross-Cultural Validation of a Cultural Orientations Framework (Initial Test on a Costa-Rican Sample)*

Stephen Calcich, Howard University  
Denver D'Rozario, Howard University

*Strategic Blocks and Cooperative Behavior*

Carlos Garcia-Pont, University of Navarra  
Africa Arino, University of Navarra

**Saturday, October 11, 1997**

**17:00 to 18:30 at the Crowne Plaza**

**Competitive Session 12:**

**Knowledge Transfer in Organizations**

**Date: October 11, 1997 Time: 17:00 - 18:30**

**Room: Guerrero**

**Chair: Subhash Jain, University of Connecticut**

**Discussant: Daniel Van Den Bulcke, University of Antwerp**

*International Knowledge Transfer in Acquisitions: A Multi-Method Study of Acquired R&D Units*

Henrik Bresman, Stockholm School of Economics  
Julian Birkinshaw, Stockholm School of Economics

*From "Starworks" to Networks and Heterarchies? Theoretical Rationale and Empirical Evidence of HRM Organization in Large Multinational Corporations*

Joachim Wolf, University of Hohenheim

*Recontextualization & Factory-to-factory Knowledge Transfer from Japan to the US: The Case of Nippon Seiko Kooji*

Mary Yoko Brannen, The University of Michigan  
Jeffrey K. Liker, The University of Michigan  
Mark Fruin, The University of Michigan

**Competitive Session 13:**

**Changing International Business Environments**

**Date: October 11, 1997 Time: 17:00 - 18:30**

**Room: Durango**

**Chair: Alphonso Ogbuehi, Saint Josephs University**

**Discussant:**

**Francis M. Ulgado, Georgia Institute of Technology**

*The Role of Economic Freedom in Explaining Global Product Consumption*

John B. Ford, Old Dominion University  
Kiran W. Karande, Old Dominion University  
Bruce M. Seifert, Old Dominion University

*Revitalizing Privatized Russian Enterprises*

Robert E. Hoskisson, University of Oklahoma  
Mike Wright, University of Nottingham  
Igor Filatotchev, University of Nottingham  
Trevor Buck, University of Nottingham

*The Effects of the Uruguay Round: Empirical Evidence from US Industry*

Bernard Yeung, University of Michigan  
Jack Mutti, Grinnell College  
Rachelle Sampson, University of Michigan

*Agglomeration Economies, Firm Heterogeneity, and Foreign Direct Investment Location Choice*

J. Myles Shaver, New York University  
Fredrick Flyer, New York University

**Competitive Session 14:  
Financial Management and Equity Issues**

**Date:** October 11, 1997    **Time:** 17:00 - 18:30

**Room:** Veracruz

**Chair:** Raj Aggarwal, John Carol University

**Discussant:** Harvey Arbelaez, The Pennsylvania State University

*Price and Volume Behavior of American Depository Receipts Around the Ex-Dividend Day*

Arvind Mahajan, Texas A&M University

Robert A. Weigand, University of South Florida

James Woods, Price Waterhouse LLP

*Dynamics of International Investments and Exchange Rate: International Evidence*

Jongmoo Jay Choi, Temple University

Bang Jam Jeon, Drexel University

*On the Sources of Regional Correlation in the Emerging Equity Markets*

Arvind Mahajan, Texas A&M University

David M. Ellis, Texas A&M University

Marilyn Wiley, Florida Atlantic University

**Competitive Session 15:  
Transition in Central European and Post Soviet Republic Economies**

**Date:** October 11, 1997    **Time:** 17:00 - 18:30

**Room:** Sonora

**Chair:** James D. Goodnow, Bradley University

**Discussant:** William Newbury, New York University

*The Governance, Legality, and Interdependence of Firms in Transitional Economies: The Bulgarian Experience.*

Ivan M. Manev, University of Maine

Tatiana S. Manolova, Boston University

Aimin Yan, Boston University

*Transitional Management and Marketing Development in Belarus*

Richard Alan Kustin, Mercer University

*Strategic Reorientation in the Central European Banking Industry*

Laszlo Tihanyi, California State University-Fullerton

W. Harvey Hegarty, Indiana University

*Cross-Cultural Study of Consumer Life Style and Ethnocentrism: Emerging Economies Contrasted*

Erdener Kaynak, Pennsylvania State University at Harrisburg

Ali Kara, Pennsylvania State University at York

**Panel Session 10:  
Asian MNCs in Mexico's Maquiladora Industry: Experiences of Japanese and Korean MNCs**

**Date:** October 11, 1997    **Time:** 17:00 - 18:30

**Room:** Jalisco

**Panel Members:**

Yongsun Paik (Chair), Loyola Marymount University  
Mary Teagarden, Thunderbird, American Graduate School of Management

Young M. Kwon, Samsung Electro-Mecanico Mexicana, S.A.

Representative, Video Tec, (affiliate of Sony), Mexico

**October 12, 1997  
(Crowne Plaza) (Sunday 8:00 to 9:45)**

**Forum Session 13:  
Evolutionary Process of Multinationalization and Performance**

**Date:** October 12, 1997    **Time:** 8:00 - 9:45

**Room:** Guerrero

**Chair:** Fariborz Ghadar, The Pennsylvania State University

*The Impact of Economic Integration on the Location and Mode of Entry of Multinational Enterprises*

Satish Jayachandran, Texas A&M University

*Learning From Initial Entries and its Impact on Ownership Choice of Subsequent Entries: the Case of Japanese Manufacturing Subsidiaries in the United States*

Ming Zeng, University of Illinois at Urbana-Champaign

Jean-Francois Hennart, University of Illinois at Urbana-Champaign

*Does Multinationality Affect Performance? New Evidence From US Manufacturing Firms*

Lorraine Eden, Texas A&M University

Kingsley Olibe, Texas A&M University

*Longitudinal Patterns in the Characteristics of Japanese Subsidiaries in Canada*

Andrew Delios, University of Western Ontario

Prescott C. Ensign, University of Western Ontario

*Evaluating the Incremental Model of Firm Internationalization: Literature Review & Findings from Honda Motor Co*

Joseph L.C. Cheng, University of Illinois

Jay Rhee, Ohio State University

Balaji V. Rajan, University of Illinois

Masahiro Okada, Ohio State University

**Forum Session 14:**  
**Implications of Free Trade Areas in North America and Latin America**

**Date:** October 12, 1997    **Time:** 8:00 - 9:45

**Room:** Veracruz

**Chair:** Christine P. Ries, Georgia Institute of Technology

*Using a Macroeconomic Behavioral Simulation to Meet the Internationalization Goals of the College of Business*

Michael Truscott, University of Tampa

Hemant Rustogi, University of Tampa

Corinne Young, University of Tampa

*An Empirical Analysis of the Macroeconomic Relationships in Belize, 1978-94*

Joseph M. Perry, University of North Florida

Jeffrey W. Steagall, University of North Florida

Louis A. Woods, University of North Florida

*Shocks and Responses: Canadian and Mexican Auto Parts Suppliers Adjust to Free Trade and Lean Production*

Maureen Molot, Carleton University

Lorraine Eden, Texas A&M

Kaye Husbands, Williams College

*An Analysis of the Economic Impact of the North American Free Trade Agreement on the Florida Tomato Industry*

Daniel J. Borgia, University of South Florida at Ft. Myers

Scott Michael Humanek, University of South Florida at Ft. Myers

*Canada-Chile Free Trade Agreement: Trade and Investment Issues*

Terry Wu, University of Regina

**Forum Session 15:**  
**Export Management and International Retailing**

**Date:** October 12, 1997    **Time:** 8:00 - 9:45

**Room:** Durango

**Chair:** Sanjeev Agarwal, Iowa State University

*The Impact of State Appropriations on Exports: An Empirical Analysis*

Timothy J. Wilkinson, Boise State University

Lance Eliot Brouthers, University of Texas at San Antonio

*Problematic Areas Within the Export Pricing Process*

Matthew B. Myers, University of Oklahoma

*"Marketing" Export Marketing: An Alternative Approach to Trade Promotion Assistance*

Attila Yaprak, Wayne State University

Hugh M. Cannon, Wayne State University

Markus Muth, Wayne State University

Sung-Joon Yoon, Kyonggi University

*Global Retailing: Differences between International and Domestic Retailers and Implications for Growth*

Ramdas Chandra, New York University

Naomi Gardberg, New York University

*A Comparative Study of Export Performance of US and Canadian Exporters: A Causal Modeling Approach*

Charles Dhanaraj, University of Western Ontario

Paul W. Beamish, University of Western Ontario

**Forum Session 16:**  
**Market and Human Resource Management**

**Date:** October 12, 1997

**Time:** 8:00 - 9:45

**Room:** Sonora

**Chair:** Seung Ho Park, Rutgers University

*HRM Transfer in Japanese MNEs in Australia: A Transactions Costs Approach*

William R. Purcell, University of New South Wales

Stephen Nicholas, University of Melbourne

David Merrett, University of Melbourne

Greg Whitwell, University of Melbourne

*Foreign Subsidiaries In the Tianjin Economic-Technological Development Area [TEDA]: The Influence of Motivation on Mode of Entry*

Steven T. Walsh, Rensselaer Polytechnic Institute

Anne Tan, Rensselaer Polytechnic Institute

Gene R. Simons, Rensselaer Polytechnic Institute

*Intercultural Analysis of the Meaning of Team Work: Evidence From Six Multinational Corporations*

Cristina B. Gibson, University of Wisconsin-Madison

Mary E. Zellmer, University of Wisconsin-Madison

*A Forecast of Japanese Human Resources Management in 2010*

Tomasz Mroczkowski, American University

Masao Hanaoka, Daito Bunka University

*Ethical Decision Making Values: The Case of East Asia*

Karen L. Middleton, Oklahoma State University

**Panel Session 11:**  
**Regaining the Intellectual Edge: An Issue-Based Agenda for IB Research**

**Date:** October 12, 1997    **Time:** 8:00 - 9:45

**Room:** Jalisco

**Provocator:** Donald R. Lessard, Massachusetts Institute of Technology

**Commentators:**

Jeffrey S. Arpan, University of South Carolina

José de la Torre, University of California - Los Angeles

Masaaki "Mike" Kotabe, The University of Texas at Austin

Thomas L. Brewer, Georgetown University

**Panel Session 12:**

**Thinking Wheels Turn on the Road to Relevance: Strategy and Culture**

**Date:** October 12, 1997    **Time:** 8:00 - 9:45

**Room:** Nuevo Leon III

**Panel Members:**

- Monisha Das (Panel Proponent), The College of New Jersey
- Nakiye Boyacigiller (Co-Chair), San Jose State University
- George S. Yip (Co-Chair), University of California at L.A.
- Harry G. Barkema, Tilburg University
- Harvey Arbelaez, Pennsylvania State University
- Richard H. Franke, Loyola College of Maryland
- Margaret E. Phillips (Discussant), Pepperdine University
- Gopal Iyer (Discussant), City University of New York

**Sunday, October 12, 1997**

**10:00 to 11:30 at the Crowne Plaza**

**Competitive Session 16:**

**International Expansion and Technology Acquisition**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30

**Room:** Jalisco

**Chair:** Matthew B. Myers, Michigan State University

**Discussant:** Shirley J. Daniel, University of Hawaii

*International Technology Transfer Follows Global Strategy: A Case Analysis of Ten US High-Tech Firms in China and South-east Asia*

- Rongxin Chen, University of San Francisco
- Mark V. Cannice, University of San Francisco

*International Expansion Through Start-Up or Through Acquisition: A Learning Perspective*

- Harry G. Barkema, Tilburg University
- Freek Vermeulen, Tilburg University

*Technology Acquisition Choices by State-Owned Enterprises in Transition Economies*

- R. Steven White, Kobe University

**Competitive Session 17:**

**Joint Ventures and Performance Implications**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30

**Room:** Guerrero

**Chair:** Andrew Inkpen, Thunderbird

**Discussant:** Daniel Van Den Bulcke, University of Antwerp

*International Joint Venture Instability: Collaborative Failure Versus Corporate Flexibility*

Jeffrey Reuer, INSEAD

*Evaluating Joint Ventures with Embedded Strategic Options*

Tailan Chi, University of Wisconsin-Milwaukee

*Configurations of International Joint Ventures*

Hemant Merchant, Simon Fraser University

*Formal Position, Individual Attributes and Network Centrality as Determinants of Influence in a Successful Japanese-German Joint Venture*

Mary Yoko Brannen, The University of Michigan

Jane E. Salk, Groupe ESSEC

**Competitive Session 18:**

**International Marketing Issues**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30

**Room:** Durango

**Chair:** S. Tamer Cavusgil, Michigan State University

**Discussant:** Catherine Axinn, Ohio State University

*Exporting Education, Development and Performance*

Saeed Samiee, The University of Tulsa

Peter Walters, The Hong Kong Polytechnic University in Kowloon

*Methodological Considerations in Cross-Cultural Research: A Discussion of the Translation Issue*

Mahesh Rajan, University of Western Australia

John L. Graham, University of California

*Understanding the Multinational Diffusion of Innovations: Implications for International Market Entry Decisions*

Jaishankar Ganesh, University of Central Florida

V. Kumar, University of Houston

*Industrial Supplier Choice Criteria in Public and Private Sector Organizations in Developing Countries: A Comparative Study*

C.P. Rao, Old Dominion University

Kiran W. Karande, Old Dominion University

Mahesh N. Shandarmahesh, Old Dominion University

**Competitive Session 19:  
Environment and Strategy in Latin America and Mexico**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30  
**Room:** Veracruz

**Chair:** Lee H. Radebaugh, Brigham Young University  
**Discussant:** Jacque Laurent, Tufts University

*The Impact of Presidential Elections on Nominal and Real Currency Values in Latin America*  
Mike Sibley, Loyola University

*ADRs in Latin American Equity Markets: Market Integration or Fragmentation*  
Kent Hargis, University of South Carolina

*An Examination of United States FDI into Mexico and Its Relation to the North American Free Trade Agreement: Towards a Balanced Understanding the Effects of Environmental Regulation and the Factor Endowments that Affects the Location Decision*

Prescott C. Ensign, University of Western Ontario  
Elizabeth Cole, Ken State University

*Strategic And Organizational Responses of Mexican Managers To Environmental Uncertainty*

Len J. Trevino, Fisher Graduate School of International Management  
Jeffrey L. Kerr, The University of Miami

**Competitive Session 20:  
Environment and Organization**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30  
**Room:** Sonora

**Chair:** Yongsun Paik, Loyola Marymount University  
**Discussant:** Michel Ghertman, Groupe HEC

*Economics or Culture? Exploring the Environmental Determinants of Entrepreneurial Supply*

Stephen L. Mueller, Florida International University  
Anisya S. Thomas, Florida International University

*The Economics and Ethics of the Knowledge Intensive Multinational Corporation*

Norman Bowie, University of Minnesota  
Paul Vaaler, Tufts University

*International Strategies, Organizational Structures and Information Architectures: Toward Organizational Gestalts*

Ananda Mukherji, The University of Memphis  
Ben L. Kedia, The University of Memphis

*Multinational Enterprises and Globalization of Production: Empirical Determinants of Export-Oriented Overseas Affiliates*

Nagesh Kumar, The United Nations University

**Competitive Session 21:  
Sourcing Issues**

**Date:** October 12, 1997    **Time:** 10:00 - 11:30  
**Room:** Nuevo Leon III

**Chair:** Richard Wright, McGill University  
**Discussant:** Preet S. Aulakh, Michigan State University

*The Recreation of Buyer-Supplier Links by Japanese Auto Parts Suppliers in North America: Beyond Domestic Relationships*

Balaji V. Rajan, University of Illinois at Urbana-Champaign

Soonkyoo Choe, University of Illinois at Urbana-Champaign

Thomas Roehl, University of Illinois at Urbana-Champaign

*Performance Effects of Adopting Global Strategies in the World Auto Components Industry*

Karl Moore, Oxford University  
Alan Lau, Exeter College

*When Is Original Equipment Manufacture The Most Efficient Way To Source Foreign-Made Products?*

Shih-Fen Chen, Kansas State University  
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

**Sunday, October 12, 1997  
11:30 to 12:00 at the Crowne Plaza**

**Members' Meeting**

**Date:** October 12, 1997    **Time:** 11:30 - 12:00  
**Room:** Nuevo Leon III

*-Executive Board will present the annual report on the AIB and discuss the goals of the organization.*

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## FLORIDA ATLANTIC UNIVERSITY LYNN CHAIR IN INTERNATIONAL BUSINESS

COLLEGE OF BUSINESS  
BOCA RATON, FLORIDA

The College of Business at Florida Atlantic University announces a search to fill the Eugene and Christine Lynn Eminent Scholar Chair in Business. Applications or nominations are invited for scholars in international business. We prefer candidates with a special expertise in at least one of the following geographic areas: Canada, the Caribbean, South America, southern Europe or Israel. In addition, applicants with the following characteristics are preferred:

1. An earned doctorate with a background in business administration of a related field;
2. An extensive history of scholarly research in international business which has been published in leading academic journals;
3. Evidence of recent and on-going innovative scholarly work;
4. Active relationships with leading academic journals in international business;
5. University teaching experience;
6. Evidence of active participation in academic association(s) related to international business;
7. Ability to work effectively with others and show evidence of supporting faculty development activities through joint research and publication;
8. A willingness to mentor junior faculty and doctoral students;
9. An extensive history of service and/or experience with the business community and/or government community and an ability to effectively communicate and fund raise with area businesses.

The appointment will be made at the professor level with a nine-month salary comparable to currently published AACSB public university levels of equal rank and discipline. Summer supplements and teaching in various weekend programs are also available. Florida Atlantic University is a member of the State University System of Florida, offering business programs from the BA to the Ph.D. levels. FAU is fully AACSB accredited. The University has an enrollment of approximately 20,000 students in nine (9) colleges that are spread across seven (7) instructional campuses in Southeast Florida. The largest campus is in Boca Raton, widely considered to be a near ideal community that offers abundant year-round recreational and cultural attractions.

Applications or nominations should be submitted no later than November 1, 1997 to:  
Chair, Search Committee for Lynn Chair, College of Business, Florida Atlantic, Boca Raton, Florida 33431  
561-367-3630 FAX: 561-367-3686 E-MAIL: coates@acc.fau.edu

FAU is an EEO Employer and encourages applications from minorities and women.

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### “Transformation of Global Firms and the Global Economy” October 8-11, 1998 • Vienna Hilton

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**G**overnments, firms, and institutions confront historic challenges arising from the breathtaking changes in the world polity and economy over the past decade. The French government collapses due to globalization; Deutsche Bank announces itself open to restructuring and Volkswagen questions aspects of German labor institutions; Japanese firms introduce equity-linked incentives; a South African firm bids on the acquisition of a Brazilian company; Indian enterprise pleads for regulation over foreign joint venture practices.

The 1998 meeting of the Academy of International Business to be held in Vienna has the goal of presenting the best research on these transformations from the perspective of firms, governments, and institutions. We encourage panels and submissions from business schools and social science disciplines that address the transformation of the world economy. Whether the approach is functional or disciplinary, we welcome research papers on such topics as: the performance record of privatizations, the restructuring of business groups and corporations in response to global competition, the fragmentation and globalization of consumer markets, the convergence (or divergence) of national labor and financial institutions, cultural dimensions of radical change, and the prospects of multinational corporations from emerging economies.

In cooperation with the Wirtschaftsuniversität Wien, we will enjoy the rich intellectual and artistic milieu of Vienna. Pre-conference activities will include a workshop on computational methods in the social sciences and a doctoral consortium. The meetings will consist of a few academic panels, presentations by prominent European and multinational corporations, competitive sessions, and poster sessions. To explore the many opportunities provided by the city of Vienna, the optional cultural program will include panoramic tours and dinner in the wine district. Participants will also enjoy the Saturday night Viennese Ball to be included in the program.

Ms. Mary Ellen Gardner  
c/o Professor Bruce Kogut  
The Jones Center  
The Wharton School  
University of Pennsylvania  
22041 Steinberg Hall-Dietrich Hall  
Philadelphia, PA 19104-6370

The envelope *must* be labelled “AIB Submission.”

#### General Submission Requirements:

The following submission requirements apply to all tracks and sessions. Failure to comply with these requirements will result in the paper's disqualification for consideration.

For purposes of reviewing, papers will be categorized into five tracks:

- Marketing, Strategy, and Operations
- Economics, Finance, and Accounting
- Organizational Sociology and Political Science
- Organizational Behavior and Human Resource Management
- Business History

There are three types of sessions: competitive, poster, panel. As panels will also be solicited, only a few of these proposals will be accepted. We place a priority on papers that bridge tracks and that seek to address inter-disciplinary issues of academic and social importance.

All proposals will be subjected to a double-blind review process. Competitive papers should be less than 30 pages, inclusive of references, figures, tables etc.. Poster papers should be less than 20 pages, inclusive of all. Panel proposals should consist of a two-page introduction, with two-page descriptions of each presenter (discussants need only be listed); signed letters (faxes and e-mail are allowed) from each presenter are required.

All submissions must be received by March 9 and must comply with the following requirements:

- ⇒ Clearly label for which session and track papers/proposals are being submitted on the upper right-hand corner of the title page.
- ⇒ The cover page must include the name, address, telephone and fax numbers, and e-mail address of the author(s).
- ⇒ The second page must include the title of the paper and the abstract, but not the author's identity.
- ⇒ Include a postage-paid self-addressed postcard for acknowledging receipt of paper/proposal submission. For international submission, postage can be waived.
- ⇒ Papers/Proposals must be double-spaced with margins of one inch (2.5 cm) and printed in a font size of 11 points or larger. Paper length requirements are explained above. Other standards regarding citations, endnotes, abstract, etc., must follow JIBS requirements. Please include three key works at end of abstract.

*Send the whole package to the address shown at left.*