



1998 ANNUAL MEETING PROGRAM

ACADEMY OF INTERNATIONAL BUSINESS

OCTOBER 7-10, 1998

VIENNA HILTON • VIENNA, AUSTRIA

*Transformation of Global Firms and
the Global Economy*

Hosted by Wirtschaftsuniversität Wien (WU-Wien)

The 39th Annual Meeting
of the Academy of International Business
in conjunction with the
Wirtschaftsuniversität Wien 100th Anniversary

“Transformation of Global Firms and the Global Economy”
October 7–11, 1998
Vienna, Austria

© 1998 Academy of International Business

Table of Contents

Executive Board	4
Acknowledgements	5
Program Committee	6-7
Sponsors	8
Schedule Summary	9-10
Meeting Site Information	11-12
Program	13-30
Index	31-33
Program Ads	34-36
1999 Call for Papers	37-38

EXECUTIVE BOARD

President

Jeffrey S. Arpan
University of South Carolina

Immediate Past President

Donald R. Lessard
Sloan School, M.I.T.

Vice President - 1997 Program

Masaaki "Mike" Kotabe
Temple University

Vice President - 1998 Program

Bruce Kogut
Wharton School, University of
Pennsylvania

Vice President - Administration

Susan Trussler
University of Scranton

Executive Secretary

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

AFRICA

-South Africa Chapter-

Ernst Neuland, Chair
University of Pretoria

ASIA-PACIFIC

-Japan Chapter-

Masataka Ota, Chair
Waseda University

-Korea Chapter-

Dong-Kee Rhee, Chair
Seoul National University

-Pacific Basin Chapter-

Aspy Palia, Chair
University of Hawai'i at Mānoa

-Southeast Asia Chapter-

Oliver H.M. Yau, Chair
City University of Hong Kong

EUROPE

-Western Europe Chapter-

Daniel Van Den Bulcke, Chair
University of Antwerp

-United Kingdom Chapter-

Fred Burton, Chair
UMIST, Manchester

NORTH AMERICA

-Canada Chapter-

Jeffrey Kantor, Chair
University of Windsor

-Midwest USA Chapter-

Preet Aulakh, Chair
Michigan State University

-Northeast USA Chapter-

Lloyd Russow, Chair
Philadelphia College of Textiles
and Science

-Southeast USA Chapter-

M. Reza Vaghefi, Chair
University of North Florida

-Southwest USA Chapter-

Michael Landeck
Texas A&M University

-Western USA Chapter-

"Ram" Sundaresan Ram, Chair
Thunderbird - AGSIM

SOUTH AMERICA

-Southern Cone Chapter-

Carlos Fuentes, Chair
Universidad Gabriela Mistral, Chile

JOURNAL OF INTERNATIONAL BUSINESS STUDIES

Thomas L. Brewer, Editor
Georgetown University

The Executive Board



President
Jeffrey S. Arpan
Univ. of South Carolina



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



Vice President-
Administration
Susan Trussler
Univ. of Scranton



Immediate Past President
Donald R. Lessard
Sloan School, M.I.T.



Vice President -
1997 Program
Masaaki "Mike" Kotabe
Temple University



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

Welcome to the 39th Annual Meeting of the Academy of International Business. This year, we enjoy the additional honor of joining Wirtschaftsuniversität Wien in celebrating its 100th Anniversary (1898–1998). The 1998 Program Chair Bruce Kogut worked closely with his dedicated staff and track chairs to put together a comprehensive look at "Transformation of Global Firms and the Global Economy." Bodo Schlegelmilch and Arnold Schuh at WU-Wien have worked hard to make our meeting in Vienna a first-class event. We thank all the many persons at the University of Pennsylvania, WU-Wien, and the University of Hawaii who have supported the AIB throughout the planning of this event. We thank you for participating in this meeting in the beautiful city of Vienna. We hope that you will bring home fond memories of the experience and a wealth of cutting-edge information on international business. Please do not hesitate to share your insights and ideas for improving the AIB annual meetings. This is your organization and your input is very valuable for us. Have a great time in Vienna!

Academy Acknowledgements:

Program

Program Chair Bruce Kogut
University of Pennsylvania

Program Assistants: Michelle Gittelman
University of Pennsylvania
Rachel Barret
University of Pennsylvania

Regional Track Chairs

Marketing, Strategy, and Organization Sea-Jin Chang
Korea University
Orjan Solvell
Stockholm School of Economics

Economics and Finance Lorraine Eden
Texas A&M University
Joachim Schwalbach
Humboldt University

Organizational Sociology and Political Science Mauro Guillen
University of Pennsylvania

Business History Geoffrey Jones
University of Reading

*Organizational Behavior and
Human Resource Management* Sri Zaheer
University of Minnesota

Vienna Arrangements

Host School Wirtschaftsuniversität Wien (WU–Wien)

Local Co-Chairs Bodo Schlegelmilch
WU–Wien
Arnold Schuh
WU–Wien

WU-Wien Organizing Committee Birgit Bacher
Elisabeth Goetze
Christoph Lettl
Veronika Moser
Thomas Salzberger
Rudolf Sinkovics
Barbara Stoettinger

Placement Services

Coordinator Alan T. Shao
University of North Carolina at Charlotte

Special thanks to the 1998 Program Committee:

Raj Aggarwal John Carroll University	Min Chen Thunderbird - AGSIM	Shoto Fujieda Keio University	Dong-Jae Kim Yonsei University
Yair Aharoni Tel Aviv University	Tailan Chi Univ. of Wisconsin- Milwaukee	Prem Gandhi State University of New York	Hicheon Kim Hanyang University
Paul Almeida Georgetown University	Myong-hyun Cho Korea University	Joseph Ganitsky Loyola University	Jung-ho Kim Korea University
Rolv Petter Amdam Norwegian School of Mgmt.	Frederick Choi New York University	J. Michael Geringer California Polytechnic Univ.	Taeho Kim Thunderbird-AGISM
Syed Tariq Anwar West Texas A&M University	Susan Christofferson Phil. College of Textiles & Sci.	Fariborz Ghadar DePaul University	Yangmin Kim Texas A&M University
Harvey Arbelaez Pennsylvania State University	Wilber Chung New York University	Michiel Ghertman Groupe HEC	Yui Kimura University of Tsukuba
Jeffrey S. Arpan University of South Carolina	Roy A. Church University of East Anglia	Animesh Ghoshal University of Michigan	Bruce Kogut University of Pennsylvania
Takayuki Asada Osaka University	Linda Clarke Appalachian State University	Benjamin Gomes-Casseres Brandeis University	James Kolari Texas A&M University
Preet S. Aulakh Michigan State University	Lawrence J. Clegg University of Leeds	Robert T. Green University of Texas	Manfred Konigstein Humboldt University
Catherine Axinn Ohio State University	Catherine Co University of Central Florida	Andreas Grein Baruch College, CUNY	Tatiana Kostova University of South Carolina
Susan Bartholomew University of Cambridge	Farok Contractor Rutgers University	Robert E. Grosse Thunderbird-AGSIM	Masaaki "Mike" Kotabe Temple University
Schon Beechler Columbia University	Vitor Corado Simoes Universidade Tecnica de Lisboa	Stephen Guisinger University of Texas-Dallas	Duane Kujawa University of Miami
Aleta Best University of Massachusetts	T.A.B. Corley University of Reading	James Hagen Cornell University	Sumit Kundu St. Louis University
Ingmar Bjorkman Swedish School of Economics	Howard Cox South Bank University	Peter Hagstrom Stockholm School of Economics	Jorma Larimo University of Vaasa
Andrew Blair University of Pittsburgh	Robert Doktor University of Hawaii	Lars Hakanson Stockholm School of Economics	Ricardo Leal University of Nevada
Ekkehart Bohmer Humboldt University	Luis V. Dominguez Florida Atlantic University	Robert G. Hawkins Georgia Institute of Technology	Chol Lee Hongik University
Norman Bowie The Aspen Institute	Yves Doz INSEAD	Witold Henisz University of Pennsylvania	Dong-hyun Lee Catholic University
Nakiye Boyacigiller San Jose State University	Frank DuBois American University	Neil Hood University of Strathclyde	Jangho Lee Sogang University
Mary Yoko Brannen University of Michigan	Uwe Dulleck Humboldt University	Yasuo Hoshino Tsukuba University	Yooncheol Lee Hankkuk Hanggong Daihak
Chris J. Brewster Cranfield School of Management	John H. Dunning Holly Dell	Steffan Huck Humboldt University	Stefanie Lenway University of Minnesota
Keith Brouthers University of East London	Juan J. Duran Univ. Autonoma de Madrid	Lenard Huff University of Hawaii	Donald Lessard Massachusetts Inst. of Technology
Trevor Buck University of Nottingham	Christopher Earley London Business School	G. Thomas Hult Florida State University	Peter Ping Li California State Univ. - Stanislaus
Peter Buckley University of Leeds	Mary Lou Egan George Washington University	Masahiro Ida Hannan University	Wai-Kwan Li University of Texas-Pan American
Stuart Bunderson Washington University	William Egelhoff Fordham University	Andrew Inkpen Thunderbird-AGSIM	Jan Luytjes Florida International University
Fred Burton UMIST	Sevgin Eroglu Georgia State University	Arvind Jain Concordia University	Klaus Macharzina Universitat Hohenheim
Jose Campa New York University	Vihang R. Errunza McGill University	Subhash Jain University of Connecticut	Arvind Mahajan Texas A&M University
John Cantwell University of Reading	Massoud Farahbakhah Salem State College	Johny Johansson Stockholm School of Economics	Bernard Marois Groupe HEC
Mark C. Casson University of Reading	Khosrow Fatemi Texas A&M University	Geoffrey Jones University of Reading	Rebecca Marschan INSEAD
S. Tamer Cavusgil Michigan State University	Marilyn Fenwick Monash University	Ian Jones University of Exeter	Xavier Martin New York University
Bala Chakravarthy University of Minnesota	Donald Ferrin University of Minnesota	Yongwook Jun Chung-Ang University	James Maskula Lehigh University
Ramdas Chandra New York University	Carl Fey Stockholm School of Economics	Ulrich Kamecke Humboldt University	Ike Mathur Southern Illinois University
Satya P. Chattopadhyay University of Scranton	Igor Filatochev University of Nottingham	Jan Hack Katz Cornell University	Michael McDermott Strathclyde University
Chi-fai Chan Chinese University of Hong Kong	Karin Fladmoe-Lindquist University of Utah	Warren Keegan Pace University	Bruce McKern Monash Mt. Eliza Business School
Peggy Chaudhry Villanova University	Mats Forsgren Copenhagen Business School	Lane Kelley University of Hawaii	

Raj Mehta University of Cincinnati	Thomas A. Pugel New York University	Keetie Sluyterman University of Utrecht	Jerry Watzke Tulane University
Mark E. Mendenhall Univ. of Tennessee-Chattanooga	Phanish Puranam University of Pennsylvania	L. Murphy Smith Texas A&M University	Stephen E. Weiss York University
David Merret University of Melbourne	Michael Pustay Texas A&M University	Peter Ring Smith Loyola Marymount University	Lawrence S. Welch Norwegian School of Mgmt.
Klaus Meyer Copenhagen Business School	Dan Rajaratnam Baylor University	Orjan Solvell Stockholm School of Economics	Eleanor Westney Massachusetts Inst. of Technology
Alexandra Michel University of Pennsylvania	David A. Ralston University of Connecticut	Paulette Stenzel Michigan State University	Jochen Wilhelm Universitat Passau
Bruce Money University of South Carolina	Ravi Ramamurti Northeastern University	Arthur Stonehill University of Hawaii	Mira Wilkins Florida International University
Antoine Monteils Texas A&M University	Subrumanian Rangan INSEAD	Maria Isabel Studer Colorado College	Timothy Wilkinson Boise State University
Fiorina Mugione UNCTAD	C.P. Rao Old Dominion University	Jeremiah Sullivan University of Washington	James R. Wills University of Hawaii
Tracy Murray University of Arkansas	Patrick Regnéer IIB, Stockholm Sch. of Economics	Paul M. Swamidass Thomas Walter Center	Stefan Winter Humboldt University
Janet Y. Murray Cleveland State University	Dong-ki Rhee Seoul National University	J.H. Taggart University of Strathclyde	Bernard M. Wolf York University
Thomas Murtha University of Minnesota	James Richardson University of Hawaii	Glen Taylor University of Hawaii	Van R. Wood Virginia Commonwealth University
Matthew Myers Michigan State University	Jonas Ridderstrale IIB, Stockholm Sch. of Economics	George Tesar Univ. of Wisconsin-Whitewater	Tim Woods Texas A&M University
Rajneesh Narula University of Oslo	Richard Roberts University of Sussex	Douglas Thomas Texas A&M University	Michael Wright University of Nottingham
Robert Nason Michigan State University	Richard D. Robinson Massachusetts Inst. of Technology	Jeff Thompson University of Minnesota	Clifford Wymbs Rutgers University
William Newburry New York University	Patricia Robinson New York University	Steen Thomsen Aarhus School of Business	Katherine Xin Hong Kong Univ. of Sci. and Tech.
Stephen Nicholas University of Melbourne	Stefan H. Robock Columbia University	Hans B. Thorelli Indiana University	Jiawen Yang George Washington University
Stanley Nollen Georgetown University	Thomas W. Roehl Univ. of Ill.-Urbana/Champaign	Steven Tolliday Leeds University	Atilla Yaprak Wayne State University
Sharon O'Donnell University of South Carolina	Matija Rojec University of Ljubljana	Omar Nohad Toulou McGill University	Ken'ichi Yasumuro Kobe University
Jorg Oechsler Humboldt University	Diane Rulke Cranfield University	Lisa Troy Utah State University	Ryh-song Yeh University of Nottingham
Lois Bitner Olson U.S. International University	Alan M. Rugman University of Oxford	Terence Tsai University of Western Ontario	Bernard Yeung University of Michigan
Daniel Ondrack University of Toronto	Lloyd Russow Phil. College of Textiles & Sci.	Adrian Tschöegl University of Pennsylvania	George Yip Univ. of California-Los Angeles
Masataka Ota Waseda University	John K. Ryans, Jr. Kent State University	Rosalie Tung Simon Fraser University	Hideki Yoshihara Kobe University
Lars Oxelheim Lund University	Mariko Sakakibara Univ. of California-Los Angeles	Anca Turcanu University of Pennsylvania	Stephen Young Strathclyde University
Yongsun Paik Loyola Marymount University	Stephen Salter University of Cincinnati	Sabine Urban Univ. Robert Schuman Strasbourg	Akbar Zaheer University of Minnesota
Marina Papanastassiou Athens Univ. of Econ. & Business	Douglas Sanford George Washington University	Jean-Claude Usunier Universite Louis Pasteur	Srilata Zaheer University of Minnesota
Choelsson Park London Business School	Ravi Sarathy Northeastern University	Jan-Erik Vahlne Stockholm School of Economics	Ivo Zander Stockholm School of Economics
Seungho Park Rutgers University	Mark Scher New York University	Robert Vambery Pace University	Udo Zander Stockholm School of Economics
Young-ryeol Park Yonsei University	Ronald L. Schill Brigham Young University	Daniel van den Bulke University of Antwerp	Asghar Zardkoobi Texas A&M University
Robert Pearce University of Reading	Susan Schneider INSEAD	Heidi Vernon-Wortzel Northeastern University	Bennet Zerner University of California-Berkeley
Torben Pedersen Copenhagen Business School	Changrok Seo Korea University	Steven Walsh NJIT	Maurizio Zollo INSEAD
Joseph Perry University of North Florida	S. Prakash Sethi City University of New York	Ingo Walter New York University	
Mark Peterson Florida Atlantic University	Myles Shaver New York University	Peter G.P. Walters Hong Kong Polytechnic University	
Benjamin Powell University of Pennsylvania	Wei Shen Texas A&M University	William Wan Texas A&M University	
Lee E. Preston University of Maryland			

*The Academy of International Business and Wirtschaftsuniversität
Wien would like to acknowledge the following sponsors for helping to
make this meeting possible:*

Austrian Airlines, Austria
Boehler-Uddeholm AG, Austria
City of Vienna, Austria
The Commercial Service, Embassy of the United States of America
Henkel, Central Eastern Europe
International MBA, WU-Wien, Austria
The Procter & Gamble Company, USA
Raiffeisen Zentralbank Austria AG, Austria
Volkswagen AG Wolfsburg, Germany
Wolford AG, Austria

Addison Wesley Longman
Blackwell Publishers
Edward Elgar Publishing, Ltd.
Elsevier Science, USA
Gabler, Germany
Harvard University Press
Houghton Mifflin, USA
International Publishers Distributor (IPD)
International Thomson Business Press, UK
Irwin/McGraw-Hill
JAI Press
Kluwer Academic Publishers, USA
Macmillan Press, UK
McGraw-Hill Publishing Company, Germany
Prentice Hall Inc., UK
South-Western College Publishing
Syracuse University Abroad

Schedule Summary

WEDNESDAY, OCTOBER 7, 1998

Chapter Chairs Breakfast Meeting

Time: 8:00 - 10:00 am Room: Lehar

AIB Board Meeting

Time: 11:30 am - 5:00 pm Room: Millocker

Doctoral Consortium (*Light Snack*)

Time: 1:30 - 6:00 pm Room: Alexander

Junior Faculty Consortium (*Light Snack*)

Time: 1:30 - 6:00 pm Room: Talleyrand

Theme Chairs' Meeting

Time: 3:15 - 4:30 pm Room: Metternich

THURSDAY, OCTOBER 8, 1998

Opening Plenary

Transformation of Global Firms and the Global Economy
Time: 8:30 - 10:00 am Room: Ballroom Sec. II

Competitive Session T11-Globalization

Globalization, Networks, or National Dyads
Time: 10:15 - 11:40 am Room: Metternich

Competitive Session T12-Opportunities and Crises for Firms in Transition

China
Time: 10:15 - 11:40 am Room: Alexander

Competitive Session T13-The Rumble: Knowledge Versus Internalization Views

Creating and Sharing Knowledge
Time: 10:15 - 11:40 am Room: Talleyrand

Panel Session T1P-Globalization and Space: The Long View

From American Investment in Britain and Sovereignty at Bay to the Global Economy
Time: 10:15 - 11:40 am Room: Ballroom Sec. I

Members' Meeting (*Light Snack*)

Time: 12:00 am - 1:00 pm Room: Alexander

Poster Session I: Culture, Markets, and Multinational Firms (*Light Snack*)

Time: 11:50 am - 1:15 pm Room: Ballroom Sec. III

Panel Session T2P1-Globalization

Transformation of a Global Corporation: The Case of Daewoo Motor Company
Time: 1:30 - 3:00 pm Room: Metternich

Panel Session T2P2-Opportunities and Crises for Firms in Transition

Strategies and Challenges of Traditional Latin American Firms in Response to Globalization
Time: 1:30 - 3:00 pm Room: Alexander

Competitive Session T21-The Rumble: Knowledge Versus Internalization Views

Agents of Internalization
Time: 1:30 - 3:00 pm Room: Talleyrand

Competitive Session T22-Globalization and Space in the Long View

Location and FDI
Time: 1:30 - 3:00 pm Room: Ballroom Sec. I

Poster Session II: Recent Research on Asia

Time: 1:30 - 3:00 pm Room: Ballroom Sec. III

Competitive Session T31-Globalization

Standardization as Globalization
Time: 3:15 - 4:45 pm Room: Metternich

Competitive Session T32-Opportunities and Crises for Firms in Transition

Hope for the Structurally Depressed
Time: 3:15 - 4:45 pm Room: Alexander

Competitive Session T33-The Rumble: Knowledge Versus Internalization Views

Norms of Cooperation
Time: 3:15 - 4:45 pm Room: Talleyrand

Panel Session T3P-Globalization and Space: The Long View

Going International: New Directions in Distance Learning in International Business
Time: 3:15 - 4:45 pm Room: Ballroom Sec. I

Farmer Dissertation Award Finalist Presentations

Time: 3:15 - 4:45 pm Room: Ballroom Sec. II

Village Meeting

Time: 5:00 - 5:30 pm Room: Ballroom Sec. II

Closing Plenary:

Kim Woo Choong — Chairman, Daewoo Group
Time: 5:30 - 6:15 pm Room: Ballroom Sec. II

President's Reception

Time: 6:30 - 8:00 pm Room: Full Ballroom

FRIDAY, OCTOBER 9, 1998

Opening Plenary

The Transition of Nations and Firms
Time: 8:30 - 10:00 am Room: Ballroom Sec. II

Competitive Session F11-Globalization: Firm and Industry Studies

Bytes of Space
Time: 10:15 - 11:45 am Room: Metternich

Competitive Session F12-Transition and Globalization: Implications for the Diversified Firm

Business Groups and Hamlet
Time: 10:15 - 11:45 am Room: Alexander

Panel F1P1-The Fundamentals: Trade, Entry, and Distribution

Globalization From the Perspective of Austrian Firms
Time: 10:15 - 11:45 am Room: Talleyrand

Competitive Session F13-Transition and Transformation

People and Strategies in Transition
Time: 10:15 - 11:45 am Room: Lehar

Panel Session F1P2-Culture and Consequences

Knowledge across Borders in Transformation: Perspectives on the Dynamics of Knowledge Sharing among Firms, Teams and Individuals in Multinational Contexts

Time: 10:15 - 11:45 am **Room:** Millocker

Awards Luncheon

Time: 12:00 am -1:45 pm **Room:** Full Ballroom

Competitive Session F21-Globalization: Firm and Industry Studies

Firms and Industries that Globalize

Time: 2:00 - 3:25 pm **Room:** Metternich

Panel Session F2P-Transition and Globalization: Implications for the Diversified Firm

Policy Shocks and Restructuring Patterns in Emerging Markets

Time: 2:00 -3:25 pm **Room:** Alexander

Competitive Session F22-The Fundamentals: Trade, Entry and Distribution

Exchange Rates and Entry

Time: 2:00 - 3:25 pm **Room:** Talleyrand

Competitive Session F23-Transition and Transformation

Entry, Culture, and Nations

Time: 2:00 - 3:25 pm **Room:** Lehar

Competitive Session F24-Culture and Consequences

Culture and Neurons

Time: 2:00 - 3:25 pm **Room:** Millocker

Competitive Session F31-Globalization: Firm and Industry Studies

Thinking About Globalization Strategies

Time: 3:35 - 5:00 pm **Room:** Metternich

Competitive Session F32-Transition and Globalization: Implications for the Diversified Firm

Diversification Strategy

Time: 3:35 - 5:00 pm **Room:** Alexander

Competitive Session F33-The Fundamentals: Trade, Entry and Distribution

Franchising and Distribution

Time: 3:35 - 5:00 pm **Room:** Talleyrand

Competitive Session F34-Transition and Transformation

Competitiveness of Asia: Countries and Managers

Time: 3:35 - 5:00 pm **Room:** Lehar

Competitive Session F35-Culture and Consequences

Whose Values?

Time: 3:35 - 5:00 pm **Room:** Millocker

Village Meeting

Time: 5:15 - 5:45 pm **Room:** Ballroom Sec. II

Closing Plenary: Panel Sponsored By the AIB Fellows in Honor of Geert Hofstede (All are welcome)

Geert Hofstede

Time: 5:45 - 6:30 pm **Room:** Ballroom Sec. II

SATURDAY, OCTOBER 10, 1998

Opening Plenary

Global Transformation Through Global R&D: The Views of R&D Executives

Time: 8:30-10:00 am **Room:** Ballroom Sec. II

Competitive Session S11-What is Performance?

Value Creation and International Expansion

Time: 10:15 - 11:40 am **Room:** Metternich

Panel Session S1P1-Permeable Borders

Locational Factors and the Transformation of Global Value-Added:

A Discussion and Debate

Time: 10:15 - 11:40 am **Room:** Alexander

Panel Session S1P2-National and Transnational Systems

National Capitalism and National Governments in the Global Economy

Time: 10:15 - 11:40 am **Room:** Talleyrand

Competitive Session S12-Networks, Knowledge and Trust

Knowledge Acquisition

Time: 10:15 - 11:40 am **Room:** Ballroom Sec. I

Competitive Session S13-Capabilities, Knowledge and Statistical Modelling in Strategy Research

Capabilities and Architects

Time: 10:15 - 11:40 am **Room:** Ballroom Sec. II

Poster Session III: Regions, Industries And Global Competition

Time: 11:50 am - 1:10 pm

Room: Ballroom Sec. III

JIBS Decade Award Panel

(Light Snack)

Time: 12:15 - 1:15 pm **Room:** Alexander

Competitive Session S21-What is Performance?

The Concept of Performance

Time: 1:15 - 2:40 pm **Room:** Metternich

Competitive Session S22-Permeable Borders

Technology, Location and Leaky Ideas

Time: 1:15 - 2:40 pm **Room:** Alexander

Competitive Session S23-National and Transnational Systems

Systems That Should Change

Time: 1:15 - 2:40 pm **Room:** Talleyrand

Panel S2P-Networks, Knowledge, and Trust

Context, Contextualization and the Transformation of Global Firms

Time: 1:15 - 2:40 pm **Room:** Ballroom Sec. I

Competitive Session S24-Capabilities, Knowledge and Statistical Modelling in Strategy Research

Do Joint Ventures as Knowledge Create Value?

Time: 1:15 - 2:40 pm **Room:** Ballroom Sec. II

Competitive Session S31-What is Performance?

Top Companies and their Performance

Time: 2:50 - 4:15 pm **Room:** Metternich

Competitive Session S32-Permeable Borders

Productivity and Coordination of R&D

Time: 2:50 - 4:15 pm **Room:** Alexander

Panel S3P-National and Transnational Systems

European Monetary Union Through Five Glasses, Darkly

Time: 2:50 - 4:15 pm **Room:** Talleyrand

Competitive Session S33-Networks, Knowledge and Trust

Networks and Regions

Time: 2:50 - 4:15 pm **Room:** Ballroom Sec. I

Competitive Session S34-Capabilities, Knowledge and Statistical Modelling in Strategy Research

I've Got a Latent Hammer: Structural Equation Modelling

Time: 2:50 - 4:15 pm **Room:** Ballroom Sec. II

Village Meeting

Time: 4:30 - 5:00 pm **Room:** Ballroom Sec. II

Closing Plenary

Transformation of Global Companies

Time: 5:00 - 6:00 pm **Room:** Ballroom Sec. II

Viennese Dance Party Hosted by WU-Wien and the City of Vienna

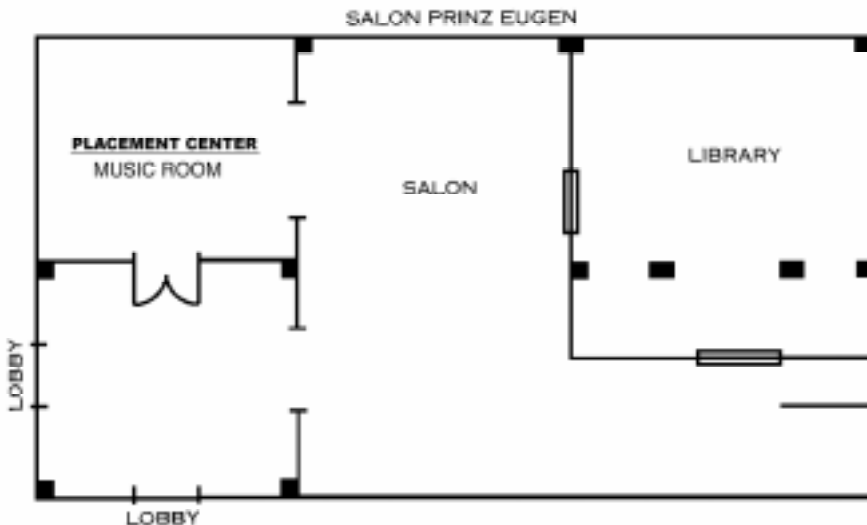
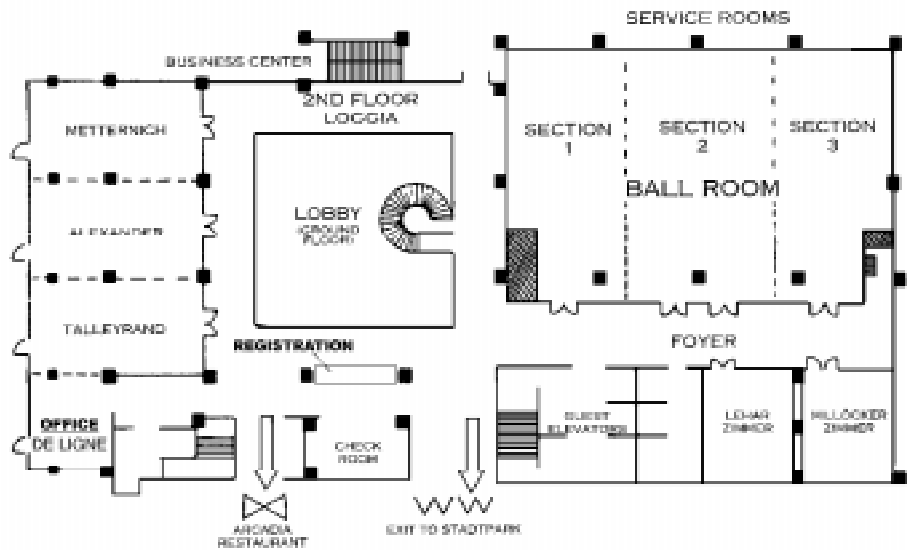
Time: 8:00 - 11:00 pm **Location:** City Hall

Meeting Site Information



CONFERENCE HOTEL

Vienna Hilton
 Am Stadtpark
 Vienna, A-1030
 Austria
 Phone: +43 (0)1-717000
 Fax: +43 (0)1-7130691
<http://www.hilton.com/hotels/VIEHITW/>
<http://www2.telecom.at/ViennaHilton/hindex.html>



“The Vienna Hilton is located adjacent to the Stadtpark and is directly connected to the City Air Terminal. All 600 rooms, the Executive Floor and the Penthouse Suites feature the luxury, service and modern comfort you expect in a 5-star hotel.”

HOST SCHOOL



WIRTSCHAFTS UNIVERSITÄT WIEN

In 1998, the Wirtschaftsuniversität Wien (WU-Wien) will celebrate its 100th anniversary, and the AIB conference is planned as one of the highlights of the university's activities in this year. With some 22,000 students, the WU-Wien is Western Europe's largest University specializing in Business and Economics. It offers a full range of undergraduate, graduate and Ph.D. programs. Together with the world's leading business universities, such as UC-Berkeley, Chicago, HEC, Bocconi, Cologne and Melbourne, the WU-Wien is a member of PIM (Program of International Management) and CEMS (Community of European Management Schools). Altogether, the WU-Wien has some 90 partner universities located all over the world. Approximately 40% of all WU-graduates take the opportunity to study abroad. In exchange, the same number of foreign students spend one or two semesters at the WU-Wien.

Wirtschaftsuniversität Wien

Institute of International Marketing & Management
Augasse 2-6, A-1090
Wien, Austria
Phone: +43 (0)1-313-36-5103
Fax: +43 (0)1-313-36-793
E-Mail: imm@wu-wien.ac.at
<http://www.wu-wien.ac.at/imm/>

HOST CITY



vienna

AUSTRIA

Vienna, with its 1.8 million metro area inhabitants, is the Austrian capital. It is situated in the east of the country, about forty miles from the borders with Hungary and Slovakia. Over the centuries, Vienna has gained the reputation as a melting pot of Central European nations and as a bridge between East and West. Once the center of the former Habsburg empire, Vienna of today combines the cultural heritage of the past and the business oriented life-style of a growing industrial and commercial city located in the heart of Europe. Since the fall of the "Iron Curtain" in 1989, many international companies have chosen Vienna as starting point for their ventures into East Central Europe, including IBM, Philips, Siemens, General Motors and Siemens. One of the three United Nations' world headquarters and OPEC are also located in Vienna.

Vienna

Austria
<http://www.viennaonline.at/>
<http://austria-info.at/>
<http://www.anto.com/>