



ACADEMY OF INTERNATIONAL BUSINESS
1998 ANNUAL MEETING PROGRAM

VIENNA HILTON • VIENNA, AUSTRIA
“TRANSFORMATION OF GLOBAL FIRMS AND THE GLOBAL ECONOMY”
OCTOBER 7-11, 1998
Hosted by Wirtschaftsuniversität Wien (WU-Wien)

WEDNESDAY, OCTOBER 7, 1998

Chapter Chairs Breakfast Meeting

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

AIB Board Meeting

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

Presentation Skills Workshop

Time: 12:00 pm - 1:20 pm **Room:** Metternich

Presenters:

José de la Torre,
University of California, Los Angeles
Avraham Meshulach,
Hebrew University of Jerusalem
George S. Yip,
University of California, Los Angeles

Doctoral Consortium (*Light Snack*)

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

Coordinator: Masaaki “Mike” Kotabe, Temple University

Faculty Leaders:

Preet S. Aulakh, Michigan State University
Paul Beamish, University of Western Ontario
Tatiana Kostova, University of South Carolina
Xavier Martin, New York University
Sri Zaheer, University of Minnesota

Junior Faculty Consortium (*Light Snack*)

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

Chair: Myles Shaver, New York University

Panelists:

Peter Buckley, University of Leeds
Mark Casson, University of Reading
Sumantra Ghoshal, London Business School
Bernard Yeung, University of Michigan

Theme Chairs’ Meeting

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

THURSDAY, OCTOBER 8, 1998

Opening Plenary

Transformation of Global Firms and the Global Economy

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

Chair: Bruce Kogut, University of Pennsylvania

Panelists:

Mark Casson, Reading University
Sumantra Ghoshal, London Business School
Eleanor Westney, MIT
Udo Zander, Stockholm School of Economics

Coffee Break

Time: 10:00 am - 10:15 am **Room:** Foyer

THURSDAY, OCTOBER 8, 1998
(10:15 am – 11:40 am)

Competitive Session T11 Globalization

Globalization, Networks, or National Dyads

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

Chair: Adrian Tschoegl, University of Pennsylvania

Discussant: Subramanian Rangan, INSEAD

Autonomy of German and Japanese Subsidiaries

JH Taggart, University of Strathclyde
Neil Hood, University of Strathclyde

Functional versus Mission-Oriented Management of International R&D Sites

Walter Kuemmerle, Harvard University
Richard S. Rosenbloom, Harvard University

The Impact of HQ-Subsidiary Perception Gaps on Control and Cooperation in MNCS

Julian Birkinshaw, Stockholm School of Economics
Ulf Holm, Uppsala University
Peter Thilenius, Uppsala University
Niklas Arvidsson, Stockholm School of Economics

Toward a Model of Accelerating Organizational Change: Evidence From the Globalization Process

Thomas Malnight, University of Pennsylvania

Competitive Session T12 Opportunities and Crises for Firms in Transition

China

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

Chair: Alan Shao, University of North Carolina

Discussant: Steve Kobrin, University of Pennsylvania

Strategy, Environment and Performance in China: An Empirical Analysis of Shanghai Enterprises

Howard Davies, The Hong Kong Polytechnic University
Peter Walters, The Hong Kong Polytechnic University

A Comparative Study of Manufacturing And Service Employees in Hong Kong: Insights for Transforming Economies in Asia

Dale Fields, The George Washington University
Mary Pang, City University of Hong Kong
Catherine Chiu, City University of Hong Kong

Strategy, Human Resource Management and Firm Performance: Evidence From the New Zealand "Experiment"

James P. Guthrie, University of Kansas
Robert O. Nyamori, University of Waikato

Competitive Session T13 The Rumble: Knowledge Versus Internalization Views

Creating and Sharing Knowledge

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

Chair: Llewellyn D. Howell, Thunderbird, American Graduate School of International Management

Discussant: Xavier Martin, New York University

Resource Flows and the Structure of Control Within American and Japanese Affiliates in Southeast Asia

Schon Beechler, Columbia University

Creating and Managing a High Performance Knowledge-Sharing Network: The Toyota Case

Jeffrey Dyer, University of Pennsylvania
Kentaro Nobeoka, Kobe University

Knowledge Dissemination in Global R&D Operations

Robin Teigland, Stockholm School of Economics
Carl Fey, Stockholm School of Economics
Julian Birkinshaw, Stockholm School of Economics

Imprinting and the Country-of-Origin Effect on American and Japanese Subsidiaries in Taiwan

Patricia R. Robinson, New York University
Tung-Chun Huang, National Central University

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 am - 11:40 pm **Room:** Ballroom Sec. I

Chair: Alan Rugman, University of Oxford

Discussant: John H. Dunning, Rutgers University

Panelists:

Eleanor Westney, MIT
A. E. Safarian, University of Toronto
Raymond Vernon, Harvard University
John Cantwell, Reading University

THURSDAY, OCTOBER 8, 1998
(11:50 am – 1:15 pm)

Members' Meeting (Light Snack)

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

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

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

Recognition and Integration of Subsidiary Competence in the Multinational Corporation

Maria Andersson, Uppsala University
Patrick Furu, Swedish School of Economics and Business Administration
Christine Holmstrom, Uppsala University

Voluntary Non-participation: A Cross-Cultural Examination of Consensus

Corinne Coen, University of Michigan Business School

Cross Cultural Management — Hype or Hope?

Gerhard Apfelthaler, FHS Kufstein Tirol
Matthias Karmasin, Nausner and Nausner and WU-Wien

Information Strategies in Foreign Market Entry: Investing in Sales and Distribution Facilities

Simon P. Burke, University of Reading
Mark Casson, University of Reading

The Dynamics of Co-operative International Strategy: An Evolutionary Stakeholder Mapping Framework

Jeffrey Cummings, The George Washington University
Jonathan Doh, The George Washington University and American University

Entry Mode and Subsidiary Evolution

Andrew Delios, University of Western Ontario
Julian Birkinshaw, Stockholm School of Economics

The Importance of Expatriate Satisfaction and Cosmopolitan Orientation to Organizational Performance

Meredith Downes, Illinois State University
Anisya Thomas, Florida International University

Foreign Market Entry Revisited: Unresolved Issues, “Messy” Research and Old Conceptual Wineskins

Paul Ellis, Hong Kong Polytechnic University

A Comparative Analysis of Retailing Strategies in the UK and Spain

Carlos Flavian, Universidad de Zaragoza
Adrian Haberberg, University of Westminster
Yolanda Polo, Universidad de Zaragoza

Globalization vis-à-vis Creolisation of the Consumer Product

John Fox, University of Rijeka
Renata Fox, University of Rijeka

Types of Knowledge and Learning at the Subsidiary Level: Some Research Propositions

Esra Gencturk, Koc University
Aysegul Ozsomer, Seattle University

New Technologies and Foreign market Entry: Assessing Electronic Exchange Entry Modes (EEEM) and the Impact on the Internationalization Process

Gary D. Gregory, University of Wollongong
Munib Karavdic, University of Wollongong

Acquisition Versus Greenfields: Both Sides of the Picture

Anne-Wil Harzing, University of Bradford

The Impact of Country-of-Origin Effects on Industrial Buyers' Perceptions of Product Quality: An Empirical Examination of U.S. and Mexican Purchasing Agents

Gary S. Insch, Boston University
J. Brad McBride, ITAM

Integrated Advertising of Self Image Projective Products Using The Relative Positioning Model in Global Markets

J.S. (Vic) Johar, California State University

Define the Defining Characteristics of International Business: A Cognitive Approach

Neng Liang, Loyola University

Escape from Constricted Markets: The Role of Global Markets in Entrepreneurial Firm Growth Under Adverse Conditions

David Lohmann, Hawaii Pacific University

Joint Ventures In Local and Global Commons

James Barney Marsh, University of Hawaii at Manoa

The Influence of Corporate and National Culture on Relationship Marketing and the Repurchase Intention of Industrial Buyers

Bruce Money, University of South Carolina
Kelly Uscategui, University of South Carolina
Subhash Sharma, University of South Carolina

An Investigation of Organizational Factors and Individual Markets Associated with Gray Market Activity

Matthew Myers, University of Oklahoma
David Griffith, University of Oklahoma

International Joint Ventures: An Inter-Disciplinary Approach to Understanding Differences in Perception

Valentin Pashtenko, University of Rhode Island
Kent Neupert, Chinese Univ. of Hong Kong

Shared Corporate Values: Implications for Affiliate Performance

Malika Richards, Drexel University

International Cooperative Strategies: Do Consumer Perceptions of Alliances and Countries-of-Origin Matter?

Julie Ruth, University of Washington
Bernard Simonin, University of Washington

The Determinants of Escalation of Commitment

Stephen B. Salter, University of Cincinnati
David Sharp, University of Western Ontario

Interfirm Innovation: An Examination of Performance in International Alliances

Rachelle C. Sampson, University of Michigan

Home Sweet Home: Firm domesticity and Demand for Experienced Key Managers

Douglas M. Sanford, Jr., The George Washington University

Partnering Orientation: An Investigation of the Construct, its Antecedents, and Outcomes

Mitrabaran Sarkar, Michigan State University

Autonomy and Procedural Justice: HQ Intent and Subsidiary Attainment

J.H. Taggart, University of Strathclyde

Are Managers and Entrepreneurs. Different?

Justin Tan, California State University

Development of Research Tradition From 1960 to 1990: An Analysis of International Business Theories Explaining Foreign Production and the Multinational Enterprise

Christine J. Weisfelder, Bowling Green State University

Service Recovery— Does it Work? An Examination of the Relationship Between Compensation, Service Perception, and Cultural Orientation

Nancy Wong, University of Hawaii at Manoa

THURSDAY, OCTOBER 8, 1998

(1:30 pm – 3:00 pm)

Panel Session T2P1 Globalization

Transformation of a Global Corporation: The Case of Daewoo Motor Company

Time: 1:30 pm - 3:00 pm **Room:** Metternich

Chair: Dong-Sung Cho, Seoul National University

Panelists:

Bong-Sup Shim, Executive Managing Director,
Bupyung Technical Center of Daewoo Motor Company

Dong-Hyun Lee, Catholic University, Korea

Su-Keun Kwak, Seoul National University

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 pm - 3:00 pm **Room:** Alexander

Chair: Denise Dimon, University of San Diego

Panelists:

José de la Torre, UCLA

Joseph Ganitsky, Loyola University New Orleans

Jaime Alonso Gómez, ITESM

Angela da Rocha, Federal University of Rio de Janeiro

Competitive Session T21 The Rumble: Knowledge Versus Internalization Views

Agents of Internalization

Time: 1:30 pm - 3:00 pm **Room:** Talleyrand

Chair: Duane Kujawa, University of Miami

Discussant: Bernard Yeung, University of Michigan

Testing the Applicability of an Agency Theory Model of Headquarters Control of Foreign Subsidiaries

Sharon O'Donnell, University of Delaware

The Role of Experience in the Survival of Japanese Foreign Subsidiaries

Andrew Delios, University of Western Ontario

Paul W. Beamish, University of Western Ontario

A Hostage Theory of Joint Ventures: Why do Japanese Manufacturers Choose Partial Over Full Acquisitions to Enter the US?

Shih-Fen Chen, Kansas State University

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

Danchi Tan, University of Illinois at Urbana-Champaign

Does Internalization Affect Firm Performance?

Lorraine Eden, Texas A&M University

Douglas E. Thomas, Texas A&M University

Competitive Session T22 Globalization and Space in the Long View

Location and FDI

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

Chair: Lee Preston, University of Maryland

Discussant: Henrik Glimstedt, Stockholm School of Economics

Dutch Manufacturing MNEs In the United States, 1950-1995

Rajneesh Narula, University of Oslo
Annelies Hogenbirk, University of Oslo

UK FDI and the Comparative Advantage of the UK

Lilach Nachum, Cambridge University
John H. Dunning, Reading University
Geoffrey Jones, Reading University

The "Commonwealth Effect" and the Process of Internationalization

Sarianna Lundan, Reading University
Geoffrey Jones, Reading University

The Locational Determinants of Japanese Manufacturing Investment Within Europe

Stuart Ford, King's College London
Roger Strange, King's College London

Poster Session II: Recent Research on Asia (Light Snack)

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

Localization and Industrial Structure: The Machine Tool Industry in Taiwan

Jonathan Brookfield, The University of Pennsylvania

Abstract Question and Response Bias in Cross-Cultural Studies Involving PRC, Taiwanese and U.S. Respondents

Nailin Bu, Queen's University
Tim Craig, University of Victoria
T.K. Peng, Chinese Naval Academy

The Cross-Cultural Applicability of Trust and Commitment in "High" and "Low" Trust Cultures

David A. Griffith, The University of Oklahoma
Matthew B. Myers, The University of Oklahoma

Strategic Use of Capacity Expansion and Competitive Interactions in the Taiwanese Chemical Industries

Jia-Jeng Hou, Chung Yuan Christian University
Ming-Je Tang, National Taiwan University

Japanese IHRM and the Challenges of Globalization

Timothy Dean Keeley, Kyushu Sangyo University

Toward a Dialectic Theory of Internationalization: A Longitudinal Study of Taiwan's Acer Group

Peter Li, California State University

Foreign Direct Investment Policy in a Transitional Economy: The Case of China

Yuan Lu, Chinese University of Hong Kong
Terence Tsai, University of Western Ontario

Locus of Decision-Making in Japanese Multinationals in Australia

David Merret, University of Melbourne
Stephen Nicholas, University of Melbourne
William Purcell, University of New South Wales
Greg Whitwell, University of Melbourne

Effects of Outward Foreign Direct Investment on Home Country Exports: The Case of Korean Firms

Hwy-Chang Moon, Seoul National University
Sung-Hoon Lim, KOTRA

Autonomy of Equity International Joint Ventures (EIJVS) in China

William Newbury, New York University
Yoram Zeira, Tel Aviv University
Orly Yeheskel, Tel-Aviv University

Globalization of Japanese Manufacturing Industries: Motives and Strategies

Kang H. Park, Southeast Missouri State University

Interlocking Directorates, Firm Strategies, and Performance in Pre-1997 Hong Kong: Towards a Research Agenda

Mike W. Peng, Ohio State University and Chinese University of Hong Kong
Kevin Au, Chinese Univ. of Hong Kong

Treasures in the China House: A Review of Management and Organizational Research on Greater China, 1978-97

Mike W. Peng, Ohio State University and Chinese University of Hong Kong
Yuan Lu, Chinese University of Hong Kong
Oded Shenkar, Tel-Aviv University and University of Hawaii-Manoa
Denis Wang, Chinese University of Hong Kong

MNC Entry Strategies For Impeded Markets: The Myanmar example

David Reid, Curtin University of Technology
Ma Yamona, Curtin University of Technology

Enterprise Governance and Finance in China

Val Samonis, University of Toronto
Yongchun Cai, University of Toronto
Chao Xu, University of Toronto
Qin Chen, University of Toronto

An Examination of Organizational General Image Variables Related to American and Japanese International Joint Ventures in China

Steven X. Si, Concordia University
Douglas D. Baker

The Asian Miracle Revisited: The Significance of Productivity-Driven Compensation in Japan

Glen Taylor, University of Hawaii at Manoa

Differences in Strategies of Upward Influence: A Comparative Study of Managers From Portugal, Macao and the People's Republic of China

Robert H. Terpstra, University of Macau
David A. Ralston, University of Connecticut
Jorge C. Jesuino, Instituto Superior de Ciencias do Trabalho e da Empresa
Irene Cheung, University of Macau

The Comparison of Accounting Standards Across the Taiwan Strait

David Yang, University of Hawaii

Influences on MNC HRM Policies in China: A Study of U.S., Japanese and German Firms

John Yang, Fordham University

Chinese Employees' Leadership Conceptualizations: An Inductive Approach and Some Preliminary Results

Jing Zhou, Texas A&M
Xin Wei, Peking University
Eui Jeong, Texas A&M University
Ricky Griffin, Texas A&M University

Coffee Break

Time: 3:00 pm - 3:15 pm **Room:** Foyer

THURSDAY, OCTOBER 8, 1998
(3:15 pm – 4:45 pm)

Competitive Session T31 Globalization

Standardization as Globalization

Time: 3:15 pm - 4:45 pm **Room:** Metternich

Chair: Tony Frost, University of Western Ontario

Discussant: Peter Hagstrom, Stockholm School of Economics

Advertising Standardization in the Subsidiaries of European-, Japanese-, and U.S.-Based Multinational Firms

Insik Jeong, Keimyung University
Saeed Samiee, The University of Tulsa
Jae Hyeon Pae, Hong Kong Polytechnic University
Susan Tai, Hong Kong Polytechnic University

Lean Production in Brazil: The Ford Case

Najib Mattar, Administracao e Contabilidade da Universidade de Sao Paulo

Can the ISO 14000 Series Environmental Management Standards Provide a Viable Alternative to Government Regulation

Paulette L. Stenzel, Michigan State University

Denotation and Connotation In Strategic International Human Resource Management: Can we all Speak and Teach the Same Language?

Marilyn Fenwick, Monash University
Helen De Cieri, Cornell University
Julie Wolfram Cox, Monash University

Competitive Session T32 Opportunities and Crises for Firms in Transition

Hope for the Structurally Depressed

Time: 3:15 – 4:45 pm **Room:** Alexander

Chair: Peter Gray, Rutgers University

Discussant: Sea-Jin Chang, Korea University

Institutional Upheaval and Company Transformation in Emerging Market Economies

Karen L. Newman, Georgetown University

HRM Strategies in Structurally Depressed Industries: The Japanese Approach

Mahesh Rajan, University of Western Australia

Strategic and Organizational Responses of Mexican Managers to Environmental Uncertainty

Len Trevino, Monterey Institute of International Studies

Transferring World-Class Production to Developing Countries: A Strategic Model

Robert N. Mefford, University of San Francisco
Peter Bruun, Technical University of Denmark

Competitive Session T33 The Rumble: Knowledge Versus Internalization Views

Norms of Cooperation

Time: 3:15 - 4:45 pm **Room:** Talleyrand

Chair: T. C. Melewar, University of Warwick

Discussant: Sri Zaheer, University of Minnesota

The Influence of Communication Media on The Conflict, Trust, and Cohesion Experienced by International Joint Venture Teams

Carolyn B. Mueller, Ball State University
Renee M. Wachter, Ball State University
Cheryl A. Van Deusen, University of North Florida

How Internationalization Affects Corporate Ethics: Formal Structures and Informal Management Behavior

Gary R. Weaver, University of Delaware
Sharon O'Donnell, University of Delaware
Daniel Sullivan, University of Delaware

To do or not to do? Non-cooperative Behavior by Commission and Omission in Inter-firm Ventures

Africa Arino, University of Navarra

Organizational Behavior as Normatively Embedded: Japanese and American Norms Under Downsizing
Patricia R. Robinson, New York University

Farmer Dissertation Award Finalist Presentations

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

The License to Lead: An 18 Country Study of the Relationship Between Employees' Preferences Regarding Interpersonal Leadership and National Culture
Lena Zander, Stockholm School of Economics

Foreign Direct Investment's Effect on Host Industry Competition and Productivity in the U.S.: The Influence of Initial Host Industry Competition and Foreign Firm Method of Entry
Wilbur Chung (Ph.D., Univ. of Michigan), Stern School of Business

Firms' Strategies in the Global Innovation System: Knowledge Sharing in the Flat Panel Industry
Jennifer Spencer (Ph.D., Univ. of Minnesota), Univ. of Houston

Firm Capabilities, Technology Ladders, and Evolution of Japanese Production Networks in East Asia
Jaeyong Song (Ph.D., Univ. of Pennsylvania), Columbia University

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

Chair and Discussant: Lorraine Eden, Texas A&M University

Developing Real World Skills: Managing Transnational and Virtual Teams
Zoe Barsness, Texas A&M University

Designing and Implementing a Distance Learning MIMS Program
Stephen Guisinger, University of Texas - Dallas
Raj Mehta, University of Cincinnati

Distance Learning Exports: Delivering a US MBA Program in Asia
Emile Pilafidis, University of La Verne
Dennis Schlais, California State University
Jane LeMaster, University of Texas-Pan American

IB Education using Distance Learning Techniques
Honorio Todino, ITESM, Monterrey, Mexico

The Future of IB Education? A Comparison of Traditional and Internet-based Instruction
Abigail Hubbard, University of Houston

Kent Neupert, Chinese University of Hong Kong
Information and Communication Technology in the Classroom: an Empirical Study with an International Perspective
Gordon Jones, Hawaii Pacific University
Carolyn Mueller, Ball State University
David Ricks, Thunderbird, American Graduate School of International Management
Bodo Schlegelmilch, WU-Wien
Cheryl Van Deusen, University of North Florida

THURSDAY, OCTOBER 8, 1998
(5:00 pm – 5:30 pm)

Village Meeting

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

THURSDAY, OCTOBER 8, 1998
(5:30 pm – 6:15 pm)

Closing Plenary

Sponsored by Kim Woo-Chong, Chairman, Daewoo Group

Time: 5:30-6:15 pm **Room:** Ballroom Sec. II

Speaker: Kim Tae-Gou, Daewoo Motor Company
Chair: Dong Sung Cho, Seoul National University

THURSDAY, OCTOBER 8, 1998
(6:30 pm – 8:00 pm)

President's Reception

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

Music provided by the WU Orchestra Quartet.

FRIDAY OCTOBER 9, 1998
(8:30 am – 10:00 am)

Opening Plenary: *The Transition of Nations and Firms*

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

Chairs:

Erik Berglof, Stockholm School of Economics
Jan Svejnar, University of Michigan

Panelists:

Josef Kotrba, Deputy CEO and Member of the Board,
Czech Savings Bank
Jan Mladek, Czech Institute of Applied Economics
Gerard Rolland, Free University, Bruxelles

Coffee Break

Time: 10:00 am - 10:15 am **Room:** Foyer

FRIDAY OCTOBER 9, 1998
(10:15 am – 11:45 am)

Competitive Session F11 *Globalization: Firm and Industry Studies*

Bytes of Space

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

Chair: Akbar Zaheer, University of Minnesota

Discussant: Marc Ventresca, Northwestern University

The Institutional Environment for Telecommunications Investment

Witold Henisz, University of Pennsylvania
Bennet Zelner, University of California at Berkeley

The Strategic Role of the MariTime Industry in the Development of Selected Major West German and Japanese Export Car Markets: 1960-1988

Carol A. Howard, Oklahoma City University

Risks and Rewards in the Globalization of Telecommunications

Ravi Ramamurti, Northeastern University

The Sixth Mode of Global Transportation: Cyberspace

Larry L. Seawright, Intel Corporation
Kristie W. Seawright, Brigham Young University
Stanley Fawcett, Brigham Young University

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

Business Groups and Hamlet

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

Chair: Daniel Van Den Bulcke, University of Antwerp

Discussant: Jeff Dyer, University of Pennsylvania

The Impact of Liberalization on Vertical Scope
Omar Nohad Toulan, McGill University.

Domestic Sales, Foreign Business, and Diversification Strategy: A Preliminary Study of Japanese Manufacturing Firms

Toru Yoshikawa, Nihon University
Tadashi Shima, Nihon University

Facilitating Development: The Role of Business Groups

Raymond Fisman, Harvard Business School
Tarun Khanna, Harvard Business School

The Interactive Effects of Diversification Strategy and Entry Mode on Economic Performance: Empirical Analysis of 30 Major Chaebol Groups in Korea

Dong Sung Cho, Seoul National University
Ki-Sung Park, Seoul National University

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

Globalization From the Perspective of Austrian Firms

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

Chair: Arnold Schuh, WU

Panelists:

Dr. Claus Raidl, Chairman of the Board, Boehler-Uddeholm AG

Dkfm. Fritz Humer, Chairman of the Board, Wolford AG

Dr. Karl Sevelda, Member of the Board, Raiffeisen Zentralbank Oesterreich AG

DDr. Erhard Schaschl, Chairman of the Board, Wienerberger

Competitive Session F13 *Transition and Transformation*

People and Strategies in Transition

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

Chair: Hans Thorelli, Indiana University

Discussant: Susan Schneider, University of Geneva

Privatization and the Evolution of ICN as a Multinational Corporation

Louis A. Woods, University of North Florida
Seth C. Anderson, University of North Florida
Joseph M. Perry, University of North Florida
Jeffrey W. Steagall, University of North Florida.

Strategic Orientation of Russian Managers: Does Miles and Snow Hold in the Emerging Russian Market?

Peggy Golden, Florida Atlantic University
Brenda Richey, Florida Atlantic University
Jarmo Nieminen, University of Vaasa
Denise Johnson, University of Louisville

Transformations in Human Resource Management in Poland and the Czech Republic: An Empirical Investigation

Rosalie L. Tung, Simon Fraser University
Stephen J. Havlovic, Simon Fraser University

Gender Differences in East European Entrepreneurial Expertise

Kristie Seawright, Brigham Young University
Ronald Mitchell, University of Victoria
Jonathan Tichy, Brigham Young University

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 am - 11:45 am **Room:** Millocker

Chair: Cristina Gibson, University of Wisconsin-Madison and University of Southern California

Discussants:

Lena Zander, Stockholm School of Economics
Leslie May, Dow Chemical Corporation

Panelists:

Ingo Holzinger, University of Wisconsin-Madison
Martha Maznevski, University of Virginia
Mary Zellmer-Bruhn, University of Wisconsin-Madison
Mary Waller, University of Wisconsin-Madison
Todd Saxton, Indiana University
Nicholas Athanassiou, Northeastern University
Cristina Gibson, University of Wisconsin-Madison
Mason Carpenter, University of Wisconsin-Madison
Tatiana Kostova, University of South Carolina

FRIDAY OCTOBER 9, 1998

(12:00 – 1:45 pm)

Awards Luncheon

Plated luncheon with presentation of the Farmer Dissertation Award, Haynes Prize, Int'l Executive of the Year, Int'l Dean of the Year, Eminent Scholar, and JIBS Decade Award

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

FRIDAY OCTOBER 9, 1998

(2:00 pm – 3:25 pm)

Competitive Session F21 Globalization: Firm and Industry Studies

Firms and Industries that Globalize

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

Chair: John Dunning, Reading University

Discussant: John Kimberly, University of Pennsylvania

Globalization of Food Processing: A Firm-Level Analysis of Foreign Production

James M. Hagen, Cornell University

Foreign Multinational Enterprises Within the European Microcomputer Industry: Experiential Adaptation and Vertical Linkage Strategies

Denise Tsang, University of the West of England

Form of Investment Behavior By Nordic Firms In World Markets

Jorma Larimo, University of Vaasa

Firms' Internationalization and Market Globalization: The Cement Industry Case

Herve Dumez, Ecole Polytechnique
Alain Jeunemaitre, Ecole Polytechnique

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

Policy Shocks and Restructuring Patterns in Emerging Markets

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

Chair: Tarun Khanna, Harvard University

Panelists:

Sea-Jin Chang, Korea University
Pankaj Ghemawat, Harvard Business School
Mauro Guillen, University of Pennsylvania

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

Exchange Rates and Entry

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

Chair: Mamood Zaidi, University of Minnesota

Discussant: Peter Buckley, University of Leeds

Environmental Effects of Market Opening on Power in Channels of Distribution

Dongchul Han, St. Louis University
Kalu Ojah, Saint Louis University

Channel Conflicts, Private Branding, and Retailers' Decision of Foreign Sourcing

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

Investment Location as Affected by Country Specific Factors: An Empirical Study of the International Hotel Industry

Sumit K. Kundu, Saint Louis University
Farok J. Contractor, Rutgers University

International Franchising: The Case of the Food Service Industry

Ramdas Chandra, New York University

Competitive Session F23 *Transition and Transformation*

Entry, Culture and Nations

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

Chair: Taeho Kim, Thunderbird, American Graduate School of International Management

Discussant: Diane Rulke, Cranfield University

National Cultural Influences on Central and Eastern European Entry Mode Selection

Keith Brouthers, University of East London
Lance Eliot Brouthers, Univ. of Texas at San Antonio
George Nakos, Clayton College and State University

Entry Mode Choice in Emerging Markets

Klaus Meyer, Copenhagen Business School
Saul Estrin, London Business School

Commitment-Based Business Cultures: The Relationship Between Organizational Commitment and Individual Performance In Eight Countries

Mark F. Peterson, Florida Atlantic University
Donna K. Cooke, Florida Atlantic University
Peter B. Smith, University of Sussex

Mode of Entry Choice of Singapore Multinationals

K. Sreenivas Rajan, National University of Singapore
Nitin Pangarkar

Competitive Session F24 *Culture and Consequences*

Culture and Neurons

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

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

Discussant: Arie Lewin, Duke University

Relationship between Dispositional Affectivity and Work Related Outcomes: Difference Between Collectivist and Individualist Societies

Randy Chiu, Hong Kong Baptist
Frederick Kosinski, Jr., Andrews University

The Chinese Cultural Traits for International Business Negotiations

Xinping Shi, Hong Kong Baptist University

Cultural and Economic Determinants of Entrepreneurship: An International Study

Ralph E. Wildeman, Tilburg University
Geert Hofstede, Tilburg University
Niels G. Noorderhaven, Tilburg University
A. Roy Thurik, EIM Small Business Research and Consultancy
Wim H. J. Verhoeven, EIM Small Business Research and Consultancy
Alexander R. M. Wennekers, EIM Small Business Research and Consultancy

Using Neural Network Analysis to Achieve A Richer Understanding of National Culture

John F. Veiga, University of Connecticut
John Yanouzas, University of Connecticut
Michael Lubatkin, University of Connecticut
Roland Calori, Groupe ESC Lyon
Philippe Very, Groupe ESC Lyon

FRIDAY OCTOBER 9, 1998

(3:35 pm –5:00 pm)

Competitive Session F31 *Globalization: Firm and Industry Studies*

Thinking About Globalization Strategies

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

Chair: Hans B. Thorelli, Indiana University

Discussant: Susan Bartholomew, University of Cambridge

Innovative International Strategies

Roland Calori, Groupe ESC Lyon
Leif Melin, Jönköping International Business School
Peter Gustavsson, Linköping University

Evolutionary Internationalization of the Small Firm

Peter Lamb, La Trobe University
Peter Liesch, University of Tasmania

The Way Station Model of Internationalization: Explaining the Success of Newly Internationalizing Firms

George S. Yip, University of California, Los Angeles
Joseph A. Monti, Grant Thornton, LLP
Javier Gomez Biscarri, University of California, Los Angeles

Techno-Diamonds: A Schumpeterian Reconstruction

Monisha Das, Golden Gate University

Between National and International Governance: Heavy Electrical Engineering and Construction of Sector Coordinational Mechanisms before 1960

Henrik Glimstedt, Stockholm School of Economics

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

Diversification Strategy

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

Chair: Herve Dumez, Ecole Polytechnique

Discussant: Peter Murmann, Northwestern University

Performance Effects of Diversification Strategies Among Japanese Multinational Firms: A Structural Equation Model

Stephen B. Tallman, Cranfield School of Management
J. Michael Geringer, California Polytechnic University
David M. Olsen, University of Utah

International and Product Diversification In the Cigarette Industry An Historical Study

Raymond M. Jones, Loyola College
Roger J. Kashlak, Loyola College

The Changing Historical Relationship Between Technological Diversification and Firm Size

Felicia Fai, University of Bath

Diversification Strategy In A Transitional Economy: Korean Chaebols

Choelsoon Park, Seoul National University
Ki-Sung Park, Seoul National University

Competitive Session F33 The Fundamentals: Trade, Entry and Distribution

Franchising and Distribution

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

Chair: Sumit Kundu, Saint Louis University

Discussant: Lorraine Eden, Texas A&M University

Patterns of Entry, Post-Entry Growth and Survival: A Comparison Between Domestic and Foreign Owned Firms

José Mata, Bank of Portugal
Pedro Portugal, Bank of Portugal

Exchange Rates and Trade: How Important is Hysteresis in Trade

José Manuel Campa, New York University

Effects of Foreign Competition on Entrepreneurship: A Longitudinal Study of the New Entry of Foreign and Domestic Banks

Jiatao Li, Hong Kong University of Science and Technology

Export Behavior and Performance: An Empirical Investigation of the New Zealand Food and Beverage Exporters in Japan

Doren Chadee, University of Auckland
Terry Wu, University of Regina
Erika Gek-Soy Kuoch, University of Auckland

Competitive Session F34 Transition and Transformation

Competitiveness of Asia: Countries and Managers

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

Chair: Rosalie Tung, Simon Fraser University

Discussant: Marshall Meyer, University of Pennsylvania

Asian Expatriates Training and Development: A Comparative Analysis of Perspectives on Training and Development of Japanese, Korean, and Singapore Expatriates

A. Ahad M. Osman-Gani, Nanyang Technological University
Wee-Liang Tan, Nanyang Technological University

Human Resource Management Practices at Subsidiaries of Multinational Corporations and Local Firms in Taiwan: Convergence or Divergence?

Tung-Chun Huang, National Central University

Determinants of Foreign Direct Investment in Indonesia: A Comparative Empirical Study of American and Japanese MNEs

Chung-Sok Suh, University of New South Wales
Suardi Tarumun, University of Riau

Determinants of the International Business Competitiveness of Asia-Pacific Countries: A Singapore Perspective

Toh Thian Ser, Nanyang Technological University
A. Ahad M. Osman-Gani, Nanyang Technological University
Zafar U. Ahmed, Nanyang Technological University

Competitive Session F35 Culture and Consequences

Whose Values?

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

Chair: Susan Douglas, New York University

Discussant: Gita Piramal, Author, Mumbai

Work Values of North and South Vietnamese Managers: Are They Facing East or West?

David A. Ralston, University of Connecticut
Nguyen Van Thang, National Economic University of Hanoi

Nancy K. Napier, Boise State University

Culture-Sensitive Transfer of Constructs, Conceptual Considerations and Ethnocentrism-related Application

Rudolf Sinkovics, Vienna University of Economics and Business Administration

Multinational Companies and the Natural Environment: Determinants of Environmental Strategy Globalization

Petra Christmann, University of Virginia

Exports and Labor Standards

Baban Hasnat, SUNY College at Brockport

Coffee Break

Time: 5:00 pm - 5:15 pm **Room:** Foyer

FRIDAY OCTOBER 9, 1998

(5:15 pm – 5:45 pm)

Village Meeting

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

FRIDAY OCTOBER 9, 1998

(5:45 pm – 6:30 pm)

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

Geert Hofstede

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

Chair: Steve Kobrin, University of Pennsylvania

Discussant: Mary Yoko Brannen, San Jose State University and University of Michigan

SATURDAY, OCTOBER 10, 1998

(8:30 am – 10:00 am)

Opening Plenary

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

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

Chair: Orjan Solvell, Stockholm School of Economics

Panelists:

Gernot Gessinger, Vice President, Research and Technology, ABB Asea Brown Boveri Ltd., Switzerland

Bong-Sup Shim, Executive Managing Director, Bupyeong Technical Center of Daewoo Motor Company, Korea

Peter Johnston, Head of Advanced Communications Preparation, European Commission, DG XIII: Telecommunications, Information Market and Exploitation of Research

Richard G. Weiss, Technical Director, Europe and Middle East, 3M Europe S.A./N.V.

Coffee Break

Time: 10:00 am - 10:15 am **Room:** Foyer

SATURDAY, OCTOBER 10, 1998

(10:15 am – 11:40 am)

Competitive Session S11 What is Performance?

Value Creation and International Expansion

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

Chair: Mark Scher, New York University

Discussant: Jean-François Hennart, University of Illinois

Foreign Ownership and Profitability: Why are U.S. Joint Ventures Abroad Less Profitable than Wholly-Owned Ventures?

Benjamin Gomes-Casseres, Brandeis University

Mauricio Jenkins, Brandeis University

Value Creation In Foreign Direct Investments-Fact or Illusion?

J. P. Kallunki, University of Vaasa

J. Larimo, University of Vaasa

S. Pynnönen, University of Vaasa

When Bigger Isn't Better: Why Smaller International Initial Public Offering Firms Seem to Win

Theresa M. Welbourne, Cornell University
Helen De Cieri, Cornell University

Sloughing the Old: the Learning Process of Internationalizing Firms

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

Panel Session S1P1 Permeable Borders

Locational Factors and the Transformation of Global Value-Added: A Discussion and Debate

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

Chairs:

Sri Zaheer, University of Minnesota
Tatiana Kostova, University of South Carolina

Panelists:

Susan Bartholomew, Georgetown University
Tina Dacin, Texas A&M University
Mauro Guillen, University of Pennsylvania
Eleanor Westney, Sloan School of Management

Panel Session S1P2 National and Transnational Systems

National Capitalism and National Governments in the Global Economy

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

Chair: Geoff Garrett, Yale University

Panelists:

John Cantwell, University of Reading
David Soskice, Economic Change and Employment Research Group, WZB
Daniel Verdier, European University Institute
Raymond Vernon, Harvard University

Competitive Session S12 Networks, Knowledge and Trust

Knowledge Acquisition

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

Chair: Yongsun Paik, Loyola Marymount University

Discussant: Mari Sako, University of Oxford

The Influence of Customer Scope on Supplier Learning and Performance in the Japanese Automobile Industry

Jeffrey W. Dyer, University of Pennsylvania
Kentaro Nobeoka, University of Pennsylvania

External Technology Acquisition & Strategic Technology Alliances: The Role of Technology Life Cycles

Gary K. Jones, The George Washington University
Al Lanctot, Dell Corporation
Hildy J. Teegen, The George Washington University

U.S. Distribution Alliance Strategy of Japanese Manufacturing Firms: Knowledge Transfer or Keiretsu Governance?

Mariko Sakakibara, UCLA
Kenneth Serwin, A.T. Kearney

Entrepreneurship and The International Business System: Developing the Perspective of Schumpeter and The Austrian School

Mark Casson, University of Reading

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

Capabilities and Architects

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

Chair: Harbir Singh, University of Pennsylvania

Discussant: Maurizio Zollo, INSEAD

The Acquisition and Deployment of Marketing Capabilities: Findings from Hungary, Poland and Slovenia

John Fahy, Trinity College
Graham Hooley, Aston University
Tony Cox, Aston University
Jozsef Beracs, Budapest University of Economic Sciences
Krzysztof Fonfara, Wielkopolska Business School
Boris Snoj, University of Maribor

Entrepreneurs as Agents in Export Trade: A Resource-Based Perspective

Mike W. Peng, Ohio State University and Chinese University of Hong Kong
Anne Y. Ilinitch, University of North Carolina at Chapel Hill

A Dynamic Capabilities Perspective of Multinational Configuration

Karin Fladmoe-Lindquist, University of Utah
Stephen Tallman, University of Utah

Mapping the Architectural Competence of the Multinational Firm

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

An Effective Global Management of Distinctive Competences for Multinational Enterprises In Global Industries

Kwangsoo Kim, City University of Hong Kong

SATURDAY, OCTOBER 10, 1998
(11:50 am –1:10 pm)

Poster Session III: Regions, Industries And Global Competition (Light Snack)

Time: 11:50 am - 1:10 pm **Room:** Ballroom Sec. III

Re-Examining Political Risk Factors for Export and Foreign Direct Investment: A within and Cross Perception Study of Canadian Firms

James Agarwal, University of Regina
Dorothee Feils, University of Regina

The Role of Trust in Interorganizational Alliances

Africa Ariño, Univ. of Navarra
Jose de la Torre, UCLA
Peter Smith Ring, Loyola Marymount University

Defensive Strategies of Developing Countries' Incumbent Firms Against Market Entry By Foreign Competitors: A Framework

Preet S. Aulakh, Michigan State University
Omar R. Malik, Michigan State University

Inward FDI in Austria: Which Lessons for Central and Eastern European Countries?

Christian Bellak, Vienna University of Economics

A Time-Series Analysis of the Locational Determinants of FDI in Portugal

Peter J. Buckley, University of Leeds
Francisco B. Castro, University of Leeds

Regional Transformation: Louisiana's Efforts to Enhance Its Global Competitiveness—An Empirical Study

Joseph Ganitsky, Loyola University
Rajiv Mehta, Loyola University
Tanya Rasa, US Export Assistance Center

MNE Corporate Philanthropy: Tangible Benefits from Intangible Assets

Naomi Gardberg, New York University
Wilbur Chung, New York University

Is Mexican Trade too Biased to Nafta?

Animesh Ghoshal, DePaul University

Strategy and Structure in Developing Countries: Business Groups as an Evolutionary Response to Opportunities for Unrelated Diversification

Mauro Guillen, University of Pennsylvania

Strategic Uncertainty of Environmental Change: An Empirical Study of Central European Banks

W. Harvey Heggarty, Indiana University
Laszlo Tihanyi, California State University, Fullerton

Level of Multinationality and Environmental Performance: An Exploratory Analysis of U.S.- Based MNC's

James Kennelly, Skidmore College
Kenneth McClure, Skidmore College
Eric Lewis, Skidmore College

Strategic Responses to the Internationalization of the Business Environment: A Case Study of Mexican Multinational Businesses

Corinne Young, University of Tampa
Marcy Kittner, The University of Tampa

Strategic Interaction, Knowledge Sourcing and Knowledge Creation in Foreign Environments-An Analysis of Foreign Direct Investment in R&D by Multinational Companies

Walter Kuemmerle, Harvard University

Capital Structure and Internationalization: Some International Evidence

Chuck C.Y. Kwok, University of South Carolina
David M. Reeb, Worcester Polytech Institute

Hard Business Networks: The New Zealand Experience

Valerie J. Lindsay, The University of Auckland

The Determinants of Foreign Direct Investment of the Banking Industry: The French Case

Bernard Marois, Department of Finance, Groupe HEC
Tamyn Abdessemed, Department of Finance, Groupe HEC

The Impact of Host Country Regulations and Market Size on U.S. Banks' International Organizational Form Preferences: A Bank-Level Analysis

Stewart R. Miller, Indiana University
Arvind Parkhe, Indiana University

Firm and Managerial Characteristics of Small and Medium-sized Manufacturing Enterprises: Differences Between Exporters and Nonexporters

A.H. Moini, University of Wisconsin-Whitewater
George Tesar, Univ. of Wisconsin- Whitewater

Perceived Goals and Smaller Manufacturing Firms: Exporters vis a vis Nonexporters

A.H. Moini, University of Wisconsin-Whitewater
George Tesar, Univ. of Wisconsin- Whitewater

A Methodology Investigation of Inconsistent findings of International Diversification

Chadwick Nehrt, Quinnipac College
Anupama Phene, University of Texas - Dallas

The Internationalization of Chase National Bank

S. Benjamin Prasad, Central Michigan University
Pervez Ghauri, University of Groningen

The Dynamics of Global Expansion: Telecommunication Service Industry

Dong Kee Rhee, Seoul National University
Young Gon Cho, Seoul National University

Global Airline Competition and Strategy Choices for European Airlines

Ravi Sarathy, Northeastern University

The International Evidence on Performance, Investment, and Ownership by Insiders, Institutions, and Large Blockholders

Bruce Seifert, Old Dominion University
Halit Gonenc, Old Dominion University
Jim Wright, Old Dominion University

Are Small, Inexperienced Firms Better Exporters? A Longitudinal Study of the U.S. Wine Industry

David Shaw, University of Macau

Corporate Social Performance and Multinationality: The Greening of Multinational Corporations

Roy Simerly, East Carolina University
Mingfang Li, California State University Northridge

Regional Economic Integration Processes and the Strategic (re)positioning of Nes' Subsidiaries: A Conceptual Investigation

Ana Teresa Tavares, University of Reading

Export Promotion or FDI Attraction: An Empirical Test of the Divergent Objectives of Government and Business

Timothy Wilkinson, Boise State University
Lance Eliot Brouthers, University of Texas at San Antonio

The International Policy Challenge of Networks: Implications of Recent and Ongoing New Zealand Research

Heather Wilson, The University of Auckland
Brent Burmester, The University of Auckland

Antecedents and Performance Implications of Information Acquisition Activities Among Exporting Companies

Poh-Lin Yeoh, Bentley College

The Influences of Domestic Market Structure and Firm Location on Export Intensity: An Empirical Analysis

Hongxin Zhao, Saint Louis University

SATURDAY, OCTOBER 10, 1998
(12:15 pm – 1:15 pm)

JIBS Decade Award Panel (Light Snack)

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

Chair: Tom Brewer, Georgetown University

Recipients:

John Dunning, University of Reading
Bruce Kogut, University of Pennsylvania
Harbir Singh, University of Pennsylvania

SATURDAY, OCTOBER 10, 1998
(1:15 pm – 2:40 pm)

Competitive Session S21 What is Performance?

The Concept of Performance

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

Chair: Arvind Jain, Concordia University

Discussant: Donald Lessard, MIT

An Alternative Methodology for the Analysis of MNE Performance

Timothy M. Devinney, University of New South Wales
David Midgley, University of New South Wales
Kendall Roth, University of South Carolina
Sunil Venaik, University of Western Sydney Nepean

Strategic Marketing Determinants of Export Performance: A Metaanalysis

Leonidas Leonidou, University of Cyprus
Constantine S. Katsikeas, University of Wales
Saeed Samiee, University of Tulsa

The Stature of the Journal of International Business Studies Among Scholarly Journals

Stephen Guisinger, University of Texas
Anupama Phene, University of Texas

Competitive Session S22 Permeable Borders

Technology, Location and Leaky Ideas

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

Chair: Laurent Jacque, Tufts University

Discussant: Farok Contractor, Rutgers University

How New Jersey's Localized Knowledge Hub Affects the Global Telecommunications Industry

Clifford Wymbs, Rutgers University

A Model of Asset-Seeking Foreign Direct Investment

Tom Wesson, York University

Multinational Firms, Strategic Alliances, and the Market: A Comparative Test of Cross-Border Knowledge in the Semiconductor Industry

Paul Almeida, Georgetown University
Robert Grant, Georgetown University
Jaeyong Song, Columbia University

Technology Characteristics and Reverse Technology Transfer

Lars Hakanson, Johannes Kepler University of Linz
Robert Nobel, Stockholm School of Economics

Competitive Session S23 National and Transnational Systems

Systems That Should Change

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

Chair: Joachim Schwalbach, Humboldt University

Discussant: Alain Jeunemaitre, Ecole Polytechnique

Flying Geese as Moving Targets: Advanced Displays in Korea and Taiwan

Greg Linden, University of California

Jeff Hart, Indiana University

Stefanie Lenway, Carlson School of Management

Tom Murtha, Carlson School of Management

Congruence Between International Macro and Micro Strategies: Empirical Evidence for Europe, Japan, and the U.S.

Ben L. Kedia, The University of Memphis

C. Clay Dibrell, The University of Memphis

Robert M. Peterson, The University of Memphis

Causes and Consequences of Ownership Concentration among Europe's Largest Companies: Economic and Systemic Explanations

Torben Pedersen, Copenhagen Business School

Steen Thomsen, Aarhus School of Business

Innovating Against European Rigidities

Magali Aline Delmas, European Commission Directorate

General II for Industry

Panel S2P Networks, Knowledge and Trust

Context, Contextualization and the Transformation of Global Firms

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

Chairs:

Mary Yoko Brannen, San Jose State University and University of Michigan

W. Mark Fruin, San Jose State University and Keio University

Panelists:

Nicholas Athanassiou, Northeastern University

Yvez Doz, INSEAD

José Santos, Catholic University at Porto and INSEAD

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

Do Joint Ventures as Knowledge Create Value?

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

Chair: Christopher Korth, Western Michigan University

Discussant: Michelle Gittelman, University of Pennsylvania

Parent Firm Performance Across International Joint Venture Life-Cycle Stages

Jeffrey Reuer, INSEAD

Knowledge Management Processes in International Collaborations

Iris Berdrow, Bentley College

International Joint Ventures In the Non-Manufacturing Sector: How Much Economic Value Do They Really Create?

Hemant Merchant, Simon Fraser University

Home Base and Knowledge Management in International Ventures

Walter Kuemmerle, Harvard University

SATURDAY, OCTOBER 10, 1998

(2:50 pm – 4:15 pm)

Competitive Session S31 What is Performance?

Top Companies and their Performance

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

Chair: Bernard Wolf, York University

Discussant: Mira Wilkins, Florida International University

Is Efficiency Compatible with History? Evidence from Japanese General Trading Companies

Tom Roehl, University of Illinois at Urbana-Champaign

Japanese Keiretsu Membership and the Formation and Survival of U.S. Japanese Strategic Alliances

Sabine B. Reddy, Wayne State University

Richard N. Osborn, Wayne State University

Ashok Pratap, Wayne State University

Is Being the First to Manufacture an Advantage for Japanese Foreign Direct Investors in the United States?

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

Ming Zeng, University of Illinois at Urbana-Champaign

Danchi Tan, University of Illinois at Urbana-Champaign

Competitive Session S32 Permeable Borders

Productivity and Coordination of R&D

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

Chair: Tom Murtha, Carlson School of Management

Discussant: John Cantwell, Reading University

Knowledge and Heterarchy: Decentralized R & D and the Strategic Aims of MNEs

Robert Pearce, University of Reading
Marina Papanastassiou, Athens University of Economics and Business

When International Research and Development Increases Patent Output: An Analysis of Japanese Pharmaceutical Firms

Myles Shaver, New York University
Joan Penner-Hahn, University of Michigan Business School

Evolution of Strategic Linkage Mechanisms in Internationalizing R&D: The Case of Japanese MNCs

Kazuhiro Asakawa, Keio University

International Technology Development: An Emergent Model Based On Organizational Coupling

William Egelhoff, Fordham University
Liam Gorman, Irish Management Institute
Stephen McCormick, Irish Management Institute

Expatriates As Implementing Devices In Blending Corporate And Subsidiary Strategies

Gary S. Insch, Boston University
John D. Daniels, University of Richmond

Panel S3P National and Transnational Systems

European Monetary Union Through Five Glasses, Darkly

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

Chair: James W. Dean, Western Washington University

Panelists:

Dennis R. Murphy, Western Washington University
Terrence Murphy, American University of Paris
Jeffrey Gandz, University of Western Ontario
Jean-Jacques Rosa, Institut d'Etudes Politiques

Competitive Session S33 Networks, Knowledge and Trust

Networks and Regions

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

Chair: Joseph Clougherty, Tilburg University

Discussant: Gianni Lorenzoni, University of Bologna

In Search of Center of Excellence: Network Embeddedness and Subsidiary Roles in MNCs

Ulf Andersson, Uppsala University
Mats Forsgren, Copenhagen Business School

Guanxi and Organizational Dynamics: Organizational Networking in Chinese Firms

Yadong Luo, University of Hawaii
Seung Ho Park, Rutgers University

Embedded at Home, Embedded Abroad: Exploring Multinationals' Network Advantages

Subramanian Rangan, INSEAD

Regional Trade Agreements As Structural Networks: Implications for Country Attractiveness Evaluations

Martin S. Roth, University of South Carolina
Mourad Dakhli, University of South Carolina

Alliance in European Banking 1987-1996

Carlos Garcia-Pont, University of Navarra

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

I've Got a Latent Hammer: Structural Equation Modelling

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

Chair: Stanley Nollen, Georgetown University

Discussant: Jaideep Anand, University of Michigan

Cross-National Stability of an Export Performance Model: A Comparative Study of Europe and the U.S.

Barbara Stottinger, Vienna University of Economics and Business Administration
Hartmut H. Holzmüller, University of Dortmund

The Use and Performance Effect of Global Account Management: An Empirical Analysis Using Structural Equations Modelling

David Montgomery, Stanford University
George S. Yip, UCLA
Belen Villalonga, UCLA

A Structural Approach to Autonomy and Dependence in Cross-Border Alliances

James A. Robins, University of California
Stephen Tallman, Cranfield University
Karin Fladmoe-Lindquist, University of Utah

Proprietary Knowledge Transfers Across Borders and Choice of Governance: A Test On Software and Computing firms

Michel Ghertman, HEC

Coffee Break

Time: 4:15 pm - 4:30 pm **Room:** Foyer

SATURDAY, OCTOBER 10, 1998

(4:30 pm – 5:00 pm)

Village Meeting

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

SATURDAY, OCTOBER 10, 1998

(5:00 pm – 6:00 pm)

Closing Plenary: Transformation of Global Companies

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

Chair: Bodo Schlegelmilch, WU-Wien

Panelists:

Dr. Wolfgang C. Bernd, Executive Vice President,
Procter and Gamble

Dr. Robert Buechelhofer, Member of the Board,
Volkswagen AG

SATURDAY, OCTOBER 10, 1998

(7:30 pm – 7:45 pm)

Buses leave from the Hilton for the Dance at City Hall

Time: 7:30 pm – 7:45 pm **Location:** Hilton Hotel

SATURDAY, OCTOBER 10, 1998

(8:00 pm – 11:00 pm)

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

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

Enjoy a buffet dinner with orchestra music in the magnificent Rathaus Banquet Room of Vienna's historic City Hall. Formal dress (dark suits for gentlemen, cocktail dresses for ladies).

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The Janus Face of Globalization

NOVEMBER 21-24, 1999

CHARLESTON PLACE, CHARLESTON, SOUTH CAROLINA

The 1999 Academy of International Business Annual Meeting will focus on the Janus-faced nature of globalization. Ancient Romans regarded the god Janus as the doorkeeper of heaven, who presided over the entrance or the beginning of things. The Romans represented Janus with two faces, looking forward and backward. Janus-faced has come to mean having two contrasting aspects. In the context of globalization, one face promises economic abundance, freedom of political expression, and cultural diversity while the other threatens economic insecurity, political instability and cultural decay. At next year's conference, we will attempt a reconciliation of the economic, political, and cultural opportunities that globalization has promised with its darker side evidenced in the economic crises raging in Asia and Russia and that is currently threatening Latin America. Only by managing the challenges posed by the darker side of globalization, can the world's population enjoy the potential benefits that globalization can offer. We especially invite papers that address this theme.

As the world economy lurches towards globalization, it leaves in its wake huge income disparities in developed as well as in developing nations. Capital market volatility has left millions living in poverty or on its edge. Global brands have created intense pressures for cultural homogeneity. Global supply chain management identifies some of these global brands with unethical labor practices in developing countries. Politically intractable problems also have multiplied, including global warming, political regimes that retain power by depriving citizens of basic human rights or manipulating ethnic conflict, and a reemergence of old-fashioned political pressures for trade protection. Traditional IMF and World Bank remedies appear increasingly ineffective and no longer able to promote economic development or stabilize the value of a country's currency. As a result of this combination of increased interdependencies and increased insecurity, the demands

on global managers have increased exponentially. While companies have increasingly dispersed R&D, manufacturing, and marketing/sales operations to leverage their knowledge assets and scale economies, the pervasive political and economic volatility makes coordinating these activities especially challenging.

We invite proposals for a track that will consist of plenary panels addressing the conference theme: the Janus face of globalization. For this track, we encourage papers and symposia that consider both the public and private implications of the economic, political, and social/cultural transformations that globalization has brought about. In addition to this conference theme track, we invite papers to be considered for competitive paper sessions, workshops, poster paper sessions, as well as symposia in five tracks. In each track, preference will be given to papers and symposia that incorporate the conference theme. All submissions will be evaluated on a broader set of criteria.

The University of South Carolina will host the conference in historic Charleston. Charleston, founded in 1620, has some of the best-preserved early American architecture, some of the country's finest restaurants, and its most renowned ghosts. While our hosts cannot promise that anyone will actually encounter a ghost, for Monday's lunch, the conference will adjourn to a historic local plantation for a "low country" southern lunch buffet and a tour. The plantation visit will also include a demonstration of Southern music, crafts, and dancing. Our hosts are also working on arranging tours of the Charleston Port Authority and local manufacturing facilities. (For more information about Charleston's rich history, please consult the city's web site at www.charlestoncvb.com.) In addition, a doctoral student and a junior faculty consortium will precede the conference on Saturday, November 20.

Prospective attendees should note that the conference will take place beginning on the weekend before Thanksgiving, one of the year's busiest air travel peri-

ods. Charleston is also one of the most popular tourist destinations in the United States. Please make your air travel reservation in plenty of time so that you can fly directly to Charleston and not have to drive 90 minutes from USC's home in Columbia, South Carolina.

General Submission Requirements

For purposes of reviewing, papers will be categorized into five tracks, in addition to the track which focuses specifically on the conference theme. These six tracks include:

Track 1: Plenary: The Janus Face of Globalization

Track 2: Strategic Management and Political Economy

Track 3: Economic, Finance, and Accounting

Track 4: Organizational Sociology and Macro-organizational Behavior

Track 5: Marketing and Operations

Track 6: Micro-organizational Behavior and Human Resources Management

Submissions are invited for competitive, workshop, and poster paper sessions and symposia. Papers submitted for competitive sessions should be almost ready to submit to a refereed journal. Papers submitted to workshop and poster sessions are "works-in-progress," incorporating a well-articulated research question, carefully constructed research design, and a preliminary effort to interpret key results. These sessions will provide authors with an opportunity to exchange views with scholars working on related topics.

All submissions will be subjected to a double-blind review process. Competitive papers should be no longer than 30 pages inclusive of references figures, tables, etc. Workshop and poster papers should be not longer than 20 pages, inclusive. Symposia submissions should consist of a two-page introduction supported by a two-page description of each presentation. Discussants and chairs need only be listed. Symposia submissions should also include signed letters in which each participant commits to attending the conference session (faxes and emails will also suffice).

All submissions must be received by **March 23, 1999**; and must comply with the following requirements.

- ✓ Clearly label the upper-right corner with the proposed track (including plenary) and type of session (competitive, workshop, poster, or symposia).
- ✓ The cover page must include the name, address, telephone, fax, and email contact information of the authors and identify the key contact person.
- ✓ The second page must include the title of the paper, the track and the abstract, but not the authors' identities. The abstract should be followed by three key words.
- ✓ 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. Papers must adhere to the paper length requirements explained above. Other standards regarding citations, endnotes, abstract, etc. must follow **JIBS** requirements.
- ✓ Please send **five** copies of the paper/symposia and include postage paid self-addressed post-card acknowledging receipt to:

Kate Wagtskold
c/o Professor Stefanie Lenway
Carlson School of Management
Department of Strategic Management and Organization
321 19th Ave. South
Minneapolis, MN 55455
USA

- ✓ Please label the envelope "AIB Submission."

Questions regarding this Call for Papers may be e-mailed to 1999 Program Chair Stefanie Lenway at slenway@csom.umn.edu or faxed to 1-612-927-7938.