



THE 2ND ANNUAL EMERGING RESEARCH FRONTIERS IN INTERNATIONAL BUSINESS STUDIES CONFERENCE

**2004 Conference Theme:
Advancing IB Theories, Constructs, and Methods**

**September 16-19, 2004
The James B. Henry Center for Executive Development
Michigan State University
<http://aib.msu.edu/events/frontiers/>**

Steering Committee

Peter Buckley, University of Leeds; S. Tamer Cavusgil, Michigan State University; Joseph L. Cheng, University of Illinois; G. Tomas M. Hult, Michigan State University; Steve Kobrin, University of Pennsylvania; Donald R. Lessard, MIT; Arie Y. Lewin, Duke University; Alan M. Rugman, Indiana University; George Yip, London Business School; and, Udo Zander, Stockholm School of Economics

Sponsors

Journal of International Business Studies, Academy of International Business, and CIBERs at Brigham Young, Colorado at Denver, Columbia, Connecticut, Duke, Florida, Florida International, Georgia Tech, Hawaii, Illinois, Indiana, Kansas, Memphis, Michigan, Michigan State, North Carolina, Ohio State, Pennsylvania, Pittsburgh, Purdue, San Diego State, South Carolina, Southern California, Temple, Texas A&M, Texas, UCLA, Washington, and Wisconsin.

Aims of the Conference

- To encourage the exploration of emerging research ideas in an innovative environment, free from the constraints of traditional conference formats
- To facilitate open discourse
- To legitimize the exploration of new research domains
- To redirect or shut down outmoded themes
- To build a community of international research scholars across both the social sciences and the functional areas of international business
- To present cutting-edge articles in the annual Palgrave Macmillan IB book series

THURSDAY, SEPTEMBER 16, 2004

- 2:30 pm – 4:00 pm AIB Board Meeting, Henry Center Four Seasons Room
- 4:30 pm – 5:30 pm Steering Committee Meeting – Frontiers Conference
Henry Center Four Seasons Room
- 4:00 pm – 6:00 pm Conference Registration, Henry Center Lobby
- 6:00 pm – 8:00 pm **Welcome Reception & Dinner,
MSU University Club Ballroom**
Robert B. Duncan, Eli and Edythe L. Broad Dean
S. Tamer Cavusgil, Michigan State University
G. Tomas M. Hult, Michigan State University

FRIDAY, SEPTEMBER 17, 2004

- 7:00 am – 7:45 am Breakfast, Henry Center Atrium
- 8:00 am – 9:45 am **Plenary Session: A View From Next Generation IB
Scholars on Emerging IB Themes, Room A170**
Chair: Arie Y. Lewin, Duke University
- Global Strategy and Emerging Economies: Toward an
Institution-Based View**
Michael Peng, Ohio State University
- Multinational and Multilateral Influence Strategies in
Emerging Markets and the Backlash Against Globalization**
Witold Henisz, University of Pennsylvania
- Advancing the Modeling of the MNE**
Niron Hashai, Hebrew University Jerusalem
- 9:45 am – 10:15 am Break, Henry Center Atrium



10:15 am – Noon

**Parallel Session: Issues for Global Management,
Room A170**

Chair: Daniel C. Bello, Georgia State University

**How National Corporate Governance Systems
Affect Global Integration**

Ruth V. Aguilera, University of Illinois

George S. Yip, London Business School

**Reflections on International Business and Status
of Its Research**

Seyda Deligonul, St. John Fisher College

**Value Creation in International Electronic Markets:
A Conceptual Framework**

Saeed Samiee, University of Tulsa

Peter G.P. Walters, Hong Kong Polytechnic University

Leslie Yip, Hong Kong Polytechnic University

Parallel Session: Modes of Entry, Room A169

Chair: Joe Cheng, University of Illinois

Collaborative Entrepreneurship in the International Arena

Charles C. Snow, Penn State University

David J. Ketchen, Jr., Florida State University

From Modes of Entry to Foreign Market Configuration

Bent Petersen, Copenhagen Business School

Gabriel R. G. Benito, Copenhagen Business School

Lawrence S. Welch, Mt Eliza Business School

A Choice Theoretic Examination of FDI

Timothy Devinney, Australian Grad School of Management

Peter J. Buckley, University of Leeds

Jordan J. Louviere, University of Technology

Noon – 1:45 pm

Lunch, Henry Center Atrium



2:00 pm – 3:45

**Plenary Session: Empirical IB Research Strategies,
Room A170**

Chair: Ben Kedia, University of Memphis

**Experimentation and Other Approaches Appropriate
to Capturing Causality in IB Research**

Timothy Devinney, Australian Grad School of Management

The Method of Comparative Industry Evolution Studies

J. Peter Murmann, Northwestern University

Does IB Research Need Unique Methodologies?

Bernard Yeung, New York University

3:45 pm – 4:15 pm

Break, Henry Center Atrium

4:15 pm – 6:00 pm

**Parallel Session: Strategic Fit as a Focus in IB Research,
Room A170**

Chair: George Yip, London Business School

An Overview of Strategic Fit Research in IB

Omar N. Toulan, McGill University

Strategic Fit via Interactive Analysis

Bryan A. Lukas, University of Melbourne

Strategic Fit via Polynomial Analysis

Matthew B. Myers, University of Tennessee

David Griffith, Michigan State University

Strategic Fit via Profile Deviation Analysis

Neil A. Morgan, University of North Carolina

Parallel Session: Cross-Country Studies, Room A169

Chair: David Earwicker, San Diego State University

**EURO-COB(S) – Developing a Scale to Identify and
Measure “Europeanness”**

Elfriede Penz, Vienna University of E&BA

Barbara Stöttinger, Vienna University of E&BA



**Animosity Across Nations: Conceptualization,
Formation and Impacts in International Joint Ventures**

David K. Tse, Hong Kong University
Bennett C. K. Yim, Hong Kong University
Flora F. Gu, Hong Kong University

**An Investigation of Three Strategies for Overcoming
Negative Country of Origin Stereotypes**

Lance Brouters, University of Texas, El Paso
John Story, University of Texas, San Antonio

6:30 pm – 8:00 pm

Dinner, Henry Center – Room B106/B107

SATURDAY, SEPTEMBER 18, 2004

7:00 am – 7:45 am

Breakfast, Henry Center Atrium

8:00 am – 9:45 am

**Plenary Session: Striving for a Competitive Edge in IB,
Room A170**

Chair: Attila Yaprak, Wayne State University

A Framework for the Study of the Integrated MNC

S. Tamer Cavusgil, Michigan State University
G. Tomas M. Hult, Michigan State University
Seyda Deligonul, St. John Fisher College

International Entrepreneurial Dynamics

Ivo Zander, Stockholm School of Economics
John A. Mathews, Macquarie University

The Role of Culture in IB Research

Daphna Oyserman, University of Michigan

9:45 am – 10:15 am

Break, Henry Center Atrium

10:15 am – Noon

**Parallel Session: Issues in IB Research,
Room A170**

Chair: David Griffith, Michigan State University

Achieving Measurement Equivalence in IB Research

Shaoming Zou, University of Missouri



Bringing Cases Back In: Qualitative Research in IB
Lorraine Eden, Texas A&M University
Charles F. Hermann, Texas A&M University
Dan Li, Texas A&M University

In Search of Rigorous Case Studies: Patterns of Reliability and Validity
Michael Gibbert, Bocconi University

Parallel Session: Dynamic Capabilities in IB Research, Room A169
Chair: Arvind Parkhe, Temple University

Foreign Subsidiary Management: Strategic Evolution, Host Country Impact and Policy
Filip De Beule, University of Antwerp

Knowledge Governance in MNCs
Torben Pedersen, Copenhagen Business School

Strategic International Retail Expansion
Brenda Sternquist, Michigan State University

Noon – 1:45 pm

Lunch, Henry Center Atrium

2:00 pm – 3:45 pm

Parallel Session: Value Issues in IB Research, Room A170
Chair: Shirley Daniel, University of Hawaii

Multinationality of the Firm: Conceptualization and Measurement
Ahmet Kirca, George Washington University

Establishing the Moral Basis of Global Capitalism: The Role of China's Business System
Eden Yin, Cambridge University
Chong Ju Choi, Australian National University

A Discourse Analysis of International Business Research: 1972-2004
Minna Söderqvist, Helsinki Business Polytechnic
Brian Toyne, St. Mary's University



**Parallel Session: Knowledge in International Markets,
Room A169**

Chair: Stephen Tallman, University of Utah

**The Organizational Challenge: Transfer Capabilities
and the Effectiveness of Knowledge Flows**

Bjorn Ambos, Edinburgh University

**Knowledge Sharing and Multinational Strategy: Some
Research Directions**

Xavier Martin, Tilburg University

Innovation and Learning in Multinational Firms

Anupama Phene, University of Utah

3:45 pm – 4:15 pm

Break, Henry Center Atrium

4:15 pm – 6:00 pm

**Plenary Session: Institutions – The Neglected Variable
in IB Research, Room A170**

Chair: Donald Lessard, MIT

**Left at the Altar: An Institutional Analysis of Global
Merger and Acquisition Announcements in the 1990s**

Ruth V. Aguilera, University of Illinois

**Dynamics of National Institutional Configurations:
Implications for Country, Industry, and Firm Adaptation**

Michael Witt, INSEAD

Arie Lewin, Duke University

**Advancing IB Research on Business and Society: Politics,
Corruption and Corporate Social Responsibility**

Peter Rodriguez, University of Virginia

6:30 pm – 8:00 pm

Dinner, Henry Center Atrium



SUNDAY, SEPTEMBER 19, 2004

7:00 am – 8:30 am

Breakfast, Henry Center Atrium

9:00 am – 11:00 am

**Plenary Session: Emerging Frontiers in IB Research,
Room A170**

Facilitators: Alan M. Rugman, Indiana University
Attila Yaprak, Wayne State University

Peter J. Buckley, Leeds University
S. Tamer Cavusgil, Michigan State University
Will Mitchell, Duke University
Arie Y. Lewin, Duke University

11:00 am – 11:30 am

Concluding Remarks, Room A170

Arie Y. Lewin, Duke University
S. Tamer Cavusgil, Michigan State University
G. Tomas M. Hult, Michigan State University

11:30 am – 1:00 pm

Lunch, Henry Center Atrium
(Box Lunch Available To-Go)

