Academy of International Business

PROGRAM

ANNUAL MEETING 1995

Sheraton Walker Hill Seoul, Korea
November 15-18, 1995

Hosted by Seoul National University
Established in 1959, today the AIB has over 2600 members in more than 65 different countries around the world. Members include scholars from the leading academic institutions as well as scholars from schools that are just beginning to build their International Business programs. Members from developing countries, newly industrialized countries, as well as industrialized countries, are equally welcome to join.

The objectives of the Academy of International Business, as set forth in its constitution, are to foster education and advance professional standards in the field of international business.

These objectives include the following:

1. facilitating the exchange of information and ideas among people in academic, business, and government professions who are concerned with education in international business
2. encouraging and fostering research activities that advance knowledge in international business and increase the available body of teaching material
3. cooperating, whenever possible, with government, business and academic organizations to further the internationalization objectives of the AIB

Each Fall the AIB membership gathers at the annual AIB Conference. Boston, London, Miami, and Singapore are among the locations of past conferences. Future conferences are scheduled for Canada, Mexico, and Vienna.
Welcome to the 1995 Annual Meeting of the Academy of International Business

Thank you for attending the conference and welcome to Seoul. We hope that you will be pleased with the interesting program as well as the Sheraton Walker Hill facilities. We would especially like to thank Seoul National University for hosting the annual AIB meeting this year.

The conference organization was an international challenge since the co-chairs, John Stopford and Dong Sung Cho, were on different continents. From Britain and Korea, they have worked with Jim Wills at the executive secretariat in Hawaii to achieve a collaboration which is truly global. This is the first time that the majority of papers have come from outside the USA and nearly a fifth represent cross-national collaboration. Introduced this year are forum sessions which are a development of the work-in-progress sessions of last year and the academic equivalent of a ‘master class’; an occasion when even seasoned researchers will offer their work for a dose of expert coaching. Jan Katz’s commendable initiative to create a research network has added another global dimension to the conference. We have also been fortunate in that this is the first time we can recall that the registration fee covers all three dinners. In addition, the sponsoring airline, Korean Air, has offered up to fifty percent reductions on airfare from many locations, leading to a terrific deal all round.

Running throughout the three days are a number of common themes, some of them familiar ones that AIB scholars have been debating for years, and some of them dealing with new questions and issues provoked by the turbulence of the world economy. For example, FDI issues are being updated in light of new evidence about deregulation and modes of entry into foreign markets; human resource issues will receive much attention, especially in terms of managing across cultural boundaries; MNE’s strategies are being reexamined as innovative forms of organization - alliances, informal networks and contracts - complement more traditional hierarchical approaches to managing the challenges of cross-border complexity. Other forms of innovation are also explored, both for their impact on strategy and their effect on national markets.

There is also great attention paid to macro and policy issues beyond the firm. For example, national competitiveness, despite the rhetoric about mobility of resources in the global economy, is examined in every continent and is closely related to a sequence of papers on the theme of managing economies in transition. These and other themes are echoed in the functional disciplines. In marketing, for example, many scholars are now asking how consumer behavior is affected by cultural influences and ethnic networks and whether these influences can be codified to the point where they can shape export and local marketing policies to build new sources of competitive advantage.

The impact of deregulation is featured in both finance and accounting sessions, where authors are asking new questions about foreign exchange markets and transfer pricing policies. Regional issues on all continents receive detailed attention, but it is in Asia that the concentration is most intensive, in terms of competitive papers and more speculative forum and panel sessions. The AIB Fellows panel picks up the central issue of environmental management and the Friday plenary panel provides an expert diplomatic and industrialists’ briefing on the impact of APEC. A rich diet with something at the cutting edge for everyone.

We are confident that the meeting will deliver on its original promise to illuminate the issues involved in understanding the dynamics of Asian growth in the context of the changing world economy.
**Wednesday November 15**

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>TOPIC</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00AM-6:00PM</td>
<td>Factory Visit 1</td>
<td>Ulsan Refinery</td>
<td>Meet in Hotel Lobby</td>
</tr>
<tr>
<td>8:00AM-5:00PM</td>
<td>Factory Visit 2</td>
<td>SKC Factory</td>
<td>Meet in Hotel Lobby</td>
</tr>
<tr>
<td></td>
<td>Factory Visit 3</td>
<td>Hyundai Factory</td>
<td>Meet in Hotel Lobby</td>
</tr>
<tr>
<td>8:30AM-NOON</td>
<td>Faculty</td>
<td>How to Manage One’s Career in International Business</td>
<td>Mugunghwa Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td>Consortium</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30PM</td>
<td>Evening Reception</td>
<td>Dinner Hosted by Seoul National University</td>
<td>Sunflower Room</td>
</tr>
</tbody>
</table>

**Thursday November 16**

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>TOPIC</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:00AM</td>
<td>Plenary</td>
<td><em>International Executive of the Year Award</em> Presentation</td>
<td>Mugunghwa Grand Ballroom</td>
</tr>
<tr>
<td>10:15-11:45AM</td>
<td>T1A</td>
<td>Marketing I</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>T1B</td>
<td>International Finance I</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>T1C</td>
<td>Foreign Direct Investment Issues I</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>T1D</td>
<td>Human Resource Management I</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>TP1</td>
<td>Evolution of the Multinational Corporation</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>1:30-3:00PM</td>
<td>T2A</td>
<td>Accounting</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>T2B</td>
<td>National Competitiveness</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>T2C</td>
<td>Multinational Enterprises: Strategy I</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>T2D</td>
<td>Ownership Issues</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>TP2</td>
<td>Canadian Responses to Global Transformation</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>3:15-4:45PM</td>
<td>T3A</td>
<td>International Finance II</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>T3B</td>
<td>Foreign Direct Investment Issues II</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>T3C</td>
<td>Multinational Enterprises: Management and Organization I</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>T3D</td>
<td>Managing Trade</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>TP3</td>
<td>AIB Fellows: Environmental Concerns</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>5:00-6:30PM</td>
<td>AIB Business Meeting</td>
<td>Mugunghwa Grand Ballroom</td>
<td></td>
</tr>
<tr>
<td>6:30PM</td>
<td>Dinner hosted by CEO Jong Hyon Chey, Federation of</td>
<td>Sunflower Room</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Korean Industries and Sunkyong Group</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Room Locations**

AIB Office ........................................... 2F Convention Center  
Conference Registration Area .................. Main Lobby  
Exhibit/Placement Center ...................... Session Room Area  
Refreshment Center ............................. Session Room Area  
Acasia Room ........................................... 2F Convention Center  
Camellia Room ....................................... 2F Convention Center  
Juniper Tree Room .................................. 2F Main Building  
Mugunghwa Grand Ballroom/4 ...................... 1F Convention Center  
Persimmon Tree Room ............................. 1F Main Building  
Rose Room ............................................. 2F Convention Center  
Sunflower Room ..................................... Convention Center Annex

**EXHIBITORS**

Addison Wesley
BLACKWELL PUBLISHERS
Daewoo Group  
Edward Elgar Publishing Company
ROUTLEDGE

**Refreshments will be served in the session room area in the interim between the two morning sessions and again between the two afternoon sessions. All participants are welcome.**
### Friday November 17

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>TOPIC</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:00AM</td>
<td>F1A</td>
<td>Foreign Direct Investment Issues III</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>F1B</td>
<td>Multinational Enterprises: Networks and Alliances</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>F1C</td>
<td>Human Resource Management II</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>FP1A</td>
<td><em>Shaping Asia’s Markets Through Informal and Formal Corporate Networks</em></td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>FP1B</td>
<td><em>AIB on the Infobahn</em></td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>10:15-11:45AM</td>
<td>Forum 1</td>
<td>Culture, Philosophy, Cognition</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>Forum 2</td>
<td>FDI Theory and Issues</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>Forum 3</td>
<td>National and Industry Competitiveness</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>Forum 4</td>
<td>Managing Innovation I</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>Forum 5</td>
<td>Regional Adjustments</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>1:30-3:00PM</td>
<td>F2A</td>
<td>Marketing II</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>F2B</td>
<td>Economies in Transition</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>F2C</td>
<td>Multinational Enterprises: Management and Organization II</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>F2D</td>
<td>Cultural Issues I</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>FP2</td>
<td><em>Asian Advantage: Global Strategy in the Pacific Region</em></td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>3:15-4:45PM</td>
<td>Plenary</td>
<td><em>The Impact Of APEC</em></td>
<td>Mugunghwa Grand Ballroom</td>
</tr>
<tr>
<td>5:00-6:30PM</td>
<td>F3A</td>
<td>International Finance III</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>F3B</td>
<td>Managing Innovation II</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>F3C</td>
<td>Cultural Issues II</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>Dissertation Competition</td>
<td>Richard N. Farmer Dissertation Competition</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td></td>
<td>FP3</td>
<td>Foreign Direct Investment in China and the Russian Far East</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td>6:30PM</td>
<td>Dinner hosted by Vice Prime Minister Jae-hyong Hong</td>
<td>Sunflower Room</td>
<td></td>
</tr>
</tbody>
</table>

### Saturday November 18

<table>
<thead>
<tr>
<th>TIME</th>
<th>SESSION</th>
<th>TOPIC</th>
<th>ROOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-10:00AM</td>
<td>S1A</td>
<td>Marketing III</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>S1B</td>
<td>Economies in Transition II</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>S1C</td>
<td>Multinational Enterprises: Management and Organization III</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>S1D</td>
<td>Cultural Issues III</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>SP1</td>
<td><em>Meet Business Journal Editors</em></td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td>10:15-11:45AM</td>
<td>Forum 7</td>
<td>International HRM</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>Forum 8</td>
<td>Joint Ventures and Alliances</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>Forum 9</td>
<td>Dealing with Governments</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>Forum 10</td>
<td>Internationalization</td>
<td>Camellia Room</td>
</tr>
<tr>
<td></td>
<td>Forum 11</td>
<td>Culture and Consumer Behavior</td>
<td>Mugunghwa Grand Ballroom/4</td>
</tr>
<tr>
<td></td>
<td>SP2</td>
<td><em>Hoping for Another Asian Miracle: Key Success Factors for Transnational Corporations in Asia</em></td>
<td>Acacia Room</td>
</tr>
<tr>
<td>12:00-1:15PM</td>
<td>AIB Business Lunch</td>
<td>Sunflower Room</td>
<td></td>
</tr>
<tr>
<td>1:30-3:00PM</td>
<td>S2A</td>
<td>International Capital Markets</td>
<td>Rose Room</td>
</tr>
<tr>
<td></td>
<td>S2B</td>
<td>Multinational Enterprises: Strategy II</td>
<td>Juniper Tree Room</td>
</tr>
<tr>
<td></td>
<td>S2C</td>
<td>Cultural Issues IV</td>
<td>Persimmon Tree Room</td>
</tr>
<tr>
<td></td>
<td>SP3B</td>
<td>Longitudinal Methods in IB Research</td>
<td>Camellia Room</td>
</tr>
</tbody>
</table>
Wednesday, November 15
8:30 am - 12:00 noon
Faculty Consortium:
How to Manage One’s Career in International Business

Panellists:
Jean-Francois Hennart, Univ. of Illinois
Paul W. Beamish, Univ. of Western Ontario
Dong-Sung Cho, Seoul National Univ.
Yui Kimura, Tsukuba Univ.
John Stopford, London Business School
Chwo-Ming Joseph Yu, National Chengchi Univ.

Evening Reception
Dinner hosted by President Soo Sung Lee of Seoul National University.

Thursday, November 16
8:30 - 10:00 am
Plenary:
Presentation of the “International Executive of the Year Award” to Chairman Jong Hyon Chey of Sunkyong by John Dunning. He will give an acceptance speech.

Thursday, November 16
10:15 - 11:45 am
Competitive Session T1A: Marketing I
Chair:
Vern Terpstra, Univ. of Michigan

Country of Origin: How Knowledgeable are Consumers?
F. B. Seaton, Florida International Univ.
H. A. Laskey, Western Michigan Univ.
L. Vermillion, Florida International Univ.

Jean-Francois Hennart, Univ. of Illinois

Shih-Fen Chen, Univ. of Illinois at Urbana-Champaign
A Decomposition of the Country of Origin Construct and an Empirical Test of the ‘Parts Manufactured In’ Component
Gary S. Insch, Indiana Univ.

Discussant:
Bernard Wolf, York Univ.

Thursday, November 16
10:15 - 11:45 am
Competitive Session T1B: International Finance I
Chair:
Don Lessard, M.I.T.

Asymmetric Corporate Exposures to Foreign Exchange Rates
Kent D. Miller, Purdue Univ.
Jeffrey J. Reuer, Purdue Univ.

Country Factor and World Factor: Dynamics of Exchange Rate
Dong Hyun Ahn, New York Univ.

Anomalies in the Korean Foreign Exchange Market
Sang Kee Min, Seoul National Univ.

Agency Costs in Japanese and American Companies: an Indirect Test Using Capital Structure
Sam Beldona, Rutgers Univ.
Alfredo J. Mauri, Temple Univ.

Discussant:
Fariborz Ghadar, Pennsylvania State Univ.

Thursday, November 16
10:15 - 11:45 am
Competitive Session T1C: Foreign Direct Investment Issues I
Chair:
Robert Hawkins, Georgia Institute of Technology

The Making of ‘A Greater China Economic Region’ - from the Perspectives of Internationalizing Business Enterprises
Yu-min Chou, Univ. of Michigan-Dearborn

An Organizing Framework of Foreign Country Entry Modes
H. Chang Moon, Univ. of the Pacific

National Cultures and Market Entry Strategies: Some Evidence from Inward Investment in the UK
David C. Arnott, Univ. of Warwick
Sidney J. Gray, Univ. of Warwick
Sanjay Yadav, Univ. of Warwick

Evolutionary Understanding of Corporate Foreign Investment Behaviour: US Foreign Direct Investment in Europe
John Hagedoorn, Univ. of Limburg
Rajneesh Narula, Univ. of Limburg

Discussant:
Robert E. Grosse, Thunderbird - AGSIM

Thursday, November 16
10:15 - 11:45 am
Competitive Session T1D: Human Resource Management I
Chair:
Noritake Kobayashi, Keio Univ.

Schon Beechler, Columbia Business School
Kristin Stucker, Columbia Business School
Michelle Krazmien, Columbia Business School
Allan W. Bird, California Polytechnic Univ.

Pay-Performance Sensitivity: An Analysis of Japanese CEO Compensation
Helen K. Snider, New York Univ.
Lee Seok Hwang, City Univ. of New York

Cross-Cultural Adjustment of Expatriates: Theory & Research Findings of American and Japanese Expatriates
Young-chul Chang, National Univ. of Singapore
Ai Lian Chua, National Univ. of Singapore

Ronald A. Rodgers, National Univ. of Singapore
Jacqueline Wong, Yit Yeng, National Univ. of Singapore

Discussant:
Philippe Byosiere, Nijenrode Univ.

Thursday, November 16
10:15 - 11:45
Panel TP1:
“Evolution of the Multinational Corporation”
Chair: Bruce M. Kogut, Univ. of Pennsylvania
Panellists: Dong Jae Kim, Univ. of Illinois
Jaeyong Song, Univ. of Pennsylvania
Ivo Zander, Stockholm School of Economics

Thursday, November 16
1:30 - 3:00 pm
Competitive Session T2A: Accounting
Chair: Ronald Patten, De Paul Univ.
1994 Final Transfer Pricing Regulations of the United States
Suk H. Kim, Univ. of Detroit Mercy
Eugene Swinnerton, Univ. of Detroit Mercy
Gregory Ulferts, Univ. of Detroit Mercy
Financial Disclosure in Emerging Markets: a Re-examination
Stephen B. Salter, Texas A&M Univ.
Penetrating Global Markets Through International Transfer Pricing Adaptation
Roger J. Kashlak, Loyola College in Maryland
C. Anthony Di Benedetto, Loyola College in Maryland
Discussant: Lee H. Radebaugh, Brigham Young Univ.

Thursday, November 16
1:30 - 3:00 pm
Competitive Session T2B: National Competitiveness
Chair: John Dunning, Univ. of Reading
East Asia: The Dynamo of the 21st Century
Christopher T. Selvarajah, Massey Univ., Albany
Market Competitive Intensity, Firm Capabilities and Inter-Competitor Co-operation
Dong-Sung Cho, Seoul National Univ.
Nam Gyoo Park, Seoul National Univ.
The Generalized Double Diamond Approach to Korea’s Global Competitiveness
H. Chang Moon, Univ. of the Pacific
Alan M. Rugman, Univ. of Toronto
Alain Verbeke, Univ. of Brussels
Managing Structural Decline: Institutional Influences of Capacity Adjustment Strategies in the Japanese Aluminum Smelting Industry
Mahesh Rajan, The Univ. of New South Wales
Discussant: Choelsoon Park, London Business School

Thursday, November 16
1:30 - 3:00 pm
Competitive Session T2C: Multinational Enterprises: Strategy I
Chair: Robert Vambery, Pace Univ.
Determinants of Global Strategy
George S. Yip, UCLA
Johny K. Johansson, Georgetown Univ.
Johan Roos, International Institute for Management Development
The Role of Leadership and Performance as Determinants of Internationalization: an Empirical Examination
Anisya S. Thomas, Florida International Univ.
Joseph Peyrefitte, Florida Atlantic Univ.
Paul Fadil, Florida Atlantic Univ.
An Exploratory Explanation of the Reverse Direct Investment: The Case of the Korean Electronics Industry
Yongwook Jun, Chung-Ang Univ.
Dongjin Yoon, Woo-Suk Univ.
A Strategic Management Model of the Multinational Firm
Stephen B. Tallman, Univ. of Utah
J. Michael Geringer, California Polytechnic Univ.
Eldon Li, California Polytechnic Univ.
Third World Multinationals: Emergence and Evolution
Paz Estrella E. Tolentino, Univ. of London
Discussant: Robert Doktor, Univ. of Hawaii

Thursday, November 16
1:30 - 3:00 pm
Competitive Session T2D: Ownership Issues
Chair: Yoon-Dae Euh, Korea Univ.
International Corporate Governance - Ownership Structures in Six European Nations
Torben Pedersen, Copenhagen Business School
Steen Thomsen, Copenhagen Business School
An Integrated Model of Learning in the Context of International Joint Ventures
Kwang Soo Kim, Univ. of Pittsburgh
An Empirical Analysis of Firm- and Industry-Specific Factors Affecting Performance of International Joint Ventures in the People’s Republic of China
Min Chen, Thunderbird - AGSIM
Yadong Luo, Temple Univ.
Ownership and Control in Japanese Joint Ventures: a Test Using Hofstede’s Measures of Cultural Distance
Douglas Reid, Univ. of Western Ontario
Shigefumi Makino, Univ. of Western Ontario
Discussant: Kwang Suon Chung, Chung Ang Univ.

Thursday, November 16
1:30 - 3:00 pm
Panel TP2: “Canadian Responses to Global Transformation”
Chair: Lorna Wright, Queen’s Univ.
Panellists: Shawna O’Grady, Queen’s Univ.
Betty Jane Punnett, Univ. of Windsor
Donald M. Wood, Eureka Management Consultants

Thursday, November 16
3:15 - 4:45 pm
Competitive Session T3A: International Finance II
Chair: Lee H. Radebaugh, Brigham Young Univ.
Foreign Stock Exchange Listings: a Case Study of Daimler-Benz
Lee H. Radebaugh, Brigham Young Univ.
Guenther Gebhardt, Johann Wolfgang Goethe-Universität
Sidney J. Gray, Univ. of Warwick
Tax Changes and Dividend Payouts: Is Shareholders’ Wealth Maximized in Brazil?
Helen K. Snider, New York Univ.
Chilean Pension Fund Reform and its Impact on Saving
Erik Haindl, Universidad Gabriela Mistral
Discussant:
Yong H. Kim, Univ. of Cincinnati

Thursday, November 16
3:15 - 4:45 pm
Competitive Session T3B: Foreign Direct Investment Issues II
Chair:
Yoshitaka Okada, Sophia Univ.
Sequential Direct Investment of European and Japanese Firms in the U.S.
Sea-Jin Chang, Korea Univ.
Philip M. Rosenzweig, Harvard Business School
The Choice Between Sales and Manufacturing Subsidiary: An Empirical Test of the Internationalization Process Model
Jean-Francois Hennart, Univ. of Illinois, Urbana-Champaign
Young-Ryeol Park, Yonsei Univ.
Organizational Strategy and International Entry Mode
Woonghee Lee, Ohio State Univ.
Does ‘Country of Origin’ make a Difference in MNC Strategy Formulation and Implementation? An Exploratory Framework
S. Prakash Sethi, The City Univ. of New York
B. Elango, The City Univ. of New York
Discussant:
Dong Kee Rhee, Seoul National Univ.

Thursday, November 16
3:15 - 4:45 pm
Competitive Session T3C: Multinational Enterprises: Management and Organisation I
Chair:
Jean Boddewyn, City Univ. of New York
Global Diversification’s Effect on Multinational Subsidiaries’ Autonomy
Sushil Vachani, Boston Univ.
More is Better? Expatriate Managers and MNCs’ Ability to Control International Subsidiaries
J. H. Derick Sohn, Georgia State Univ.
Yongsun Paik, Loyola Marymount Univ.
Decision Making Localization and Decentralization in Japanese MNCs: Are There Costs of Leaving Local Managers out of the Loop?
Schon Beechler, Columbia Univ.
John Stephan, Columbia Univ.
Vladimir Pucik, Cornell Univ.
Nigel Campbell, Univ. of Manchester
Regional Management in MNCs: How Much Do History and Geography matter?
Yves Doz, INSEAD
Hellmut Schutte, INSEAD
Discussant:
James Richardson, Univ. of Hawaii

Thursday, November 16
3:15 - 4:45 pm
Competitive Session T3D: Managing Trade
Chair:
James R. Wills, Jr., Univ. of Hawaii
Importer Behavior: a Missing Element in International Business Research - a State of the Art Review of Extant Studies
Neng Liang, Loyola College in Maryland
Customer-Oriented Invoicing in Export Markets
Saeed Samiee, The Univ. of Tulsa
Patrik Anckar, Nokia Mobile Phones
Cognitive Heuristics and Mutual Selection: a Proposed Model of Overseas Vendor Search Behavior
Neng Liang, Loyola College in Maryland
Rodney L. Stump, Loyola College in Maryland
Exploring the Performance of US Export Intermediaries: An Integration of the Transaction Cost and Resource-Based Perspectives
Mike W. Peng, Univ. of Washington
Anne Yiiltonich, Univ. of Washington
Discussant:
David K. Tse, City Univ. of Hong Kong

Thursday, November 16
3:15 - 4:45 pm
Panel TP3: “AIB Fellows: Environmental Concerns”
Chair:
Jeffrey S. Arpan, Univ. of South Carolina
Panellists:
Jon Elmdendorf, Director of Environment Programs, Westinghouse Power Generation Systems Unit
Sung Kuy Park, Chairman, Daewoo Telecom
Alan Miller, Director, Center for Global Change

Thursday, November 17
17:00-18:30
AIB Business Meeting
Reports given on the 1995 and 1996 programs, AIB financial statements, chapter activities, the membership survey, and other AIB issues.

Dinner
Dinner hosted by Chairman Jong Hyon Chey, Federation of Korean Industries and the Sunkyong Group

Friday, November 17
8:30 - 10:00 am
Competitive Session F1A: Foreign Direct Investment Issues III
Chair:
Terutomo Ozawa, Colorado State Univ.
The Perception and Measurement of Transaction Costs
Malcolm Chapman, Univ. of Bradford
Peter J. Buckley, Univ. of Bradford
Development’s Glass Ceiling: Foreign Investment and Organization in the Middle-Range Countries
Mauro F. Guillen, MIT
Foreign Direct Investment: the Weak Link in Tests of the Internationalization Process Model
Jean-Francois Hennart, Univ. of Illinois at Urbana-Champaign
Friday, November 17
8:30 - 10:00 am
Competitive Session F1B: Multinational Enterprises: Networks and Alliances
Chair:
Fariborz Ghadar, Pennsylvania State Univ.
Transnational Networks and Global Competition: An Organizing Framework
Alan M. Rugman, Univ. of Toronto
Alain Verbeke, Univ. of Brussels
A Comparison of Keiretsu and Independent Governance Systems Among Large Japanese Firms: the Effects on International Diversification Strategy and Performance
Hicheon Kim, The George Washington Univ.
Robert E. Hoskisson, Texas A&M Univ.
Negotiating Interfirm Alliances: a Behavioural Perspective
Asha Rao, McGill Univ.
Stuart M. Schmidt, Temple Univ.
Joint Venture Ownership Characteristics and Performance: Japanese Joint Ventures in Asia
Shigefumi Makino, Univ. of Western Ontario
Paul W. Beamish, Univ. of Western Ontario
Discussant:
Hubert Gatignon, INSEAD

Friday, November 17
8:30 - 10:00 am
Competitive Session F1C: Human Resource Management II
Chair:
David C. Thomas, Univ. of Auckland
Coaching, Empowering and Directing—a Multi-Nation Study of Managing People
Lena Janson, Stockholm School of Economics
Experiencing the Behavioral Differences Between American and Egyptian Managers: an Exploratory Study
Tarek Hatem, American Univ. in Cairo
John A. Parnell, North Carolina Central Univ.
The Structure of International Business Research: An Author Cocitation and Main Path Analysis
Robert D. Stephens, Indiana Univ.
Samuel R. Kelley, Indiana Univ.
Jonathan Johnson, Indiana Univ.
Jerry L. Siefers, Jr., Indiana Univ.
Informality of Interorganizational Relations and Domestic Strategies: Theory and Empirical Analysis of the Advertising Industry
Douglas M. Sanford, Jr., The George Washington Univ.
Discussant:
John M. Hannon, Purdue Univ.

Friday, November 17
8:30 - 10:00 am
Panel FP1A: “Shaping Asia’s Markets Through Informal and Formal Corporate Networks”
Chair:
Tish Robinson, Japan Institute of Labor
Panellists:
Keith Henry, MIT Japan Program
Tony Iaquinto, Nanzan Univ.

Friday, November 17
10:15 - 11:45 am
Forum Session 1: Culture, Philosophy, Cognition
Chair:
Gunnar Hedlund, Stockholm School of Economics
Culture’s Influence Upon Cognitive Schemas of Senior Executives
Robert Doktor, Univ. of Hawaii
Parallels Between the East and the West: the Teachings of Ancient Chinese Philosophers and the Echoes from Western Management Theorists
Alice Y. L. Lui, The Chinese Univ. of Hong Kong
Japanese, German, and American Global Business Leadership: Perceptions of International Executives
Abbas J. Ali, Indiana Univ. of Pennsylvania
Abdulrahman Al-Aali, King Saudi Univ.
Validation of a Model of Managerial Information System Success in a Cross-Cultural Environment
C. Carl Pegels, State Univ. of New York at Buffalo
Michael D. Ishman, Niagara Univ.
G. Lawrence Sanders, State Univ. of New York at Buffalo
The Virtual Transnational Team
Martha L. Maznevski, Univ. of Virginia
K. M. Chudoba, Univ. of Virginia

Friday, November 17
10:15 - 11:45 am
Forum Session 2: FDI Theory and Issues
Chair:
Bruce M. Kogut, Univ. of Pennsylvania
Factor Cost Oriented Direct Foreign Investment: East Asia versus Eastern Europe
Klaus E. Meyer, London Business School
Foreign Market Information Acquisition - Some Evidence from Norway
Peter G. P. Walters, The Hong Kong Polytechnic Univ.
Strategic Implications of the Country-of-Origin Effect
Honorio Todino, Inst. Tecnologico y de Estudios Superiores de Mexico
Strategies for International Expansion: a Study of US Dinner Houses
Abdul Rasheed, Univ. of Texas at Arlington
David H. Arnott, Dallas Baptist Univ.
Deepak K. Datta, Univ. of Kansas

Strategic Management in a Cross-National Environment: a Reconceptualization of Environment-Strategy Interface
Peter Ping Li, California State Univ., Stanislaus

Privatizing Infrastructure: the Argentine Telecommunications Sector
Ravi Ramamurti, Northeastern Univ.

Friday, November 17
10:15 - 11:45 am
Forum Session 3: National and Industry Competitiveness
Chair:
Bernard Wolf, York Univ.

Market Efficiency in a Small Industrialized Country: The Case of Denmark
David M. Reeb, Univ. of South Carolina
Helle Lonroth, Aarhus School of Business
Chuck C. Y. Kwok, Univ. of South Carolina
National Competitiveness: Which National Attributes Encourage Domestic and Foreign Rivalry?
Joan P. Mileski, Univ. of Texas at Dallas
David J. Boggs, Univ. of Texas at Dallas

Industry Variety and Performance: a Comparative Analysis of United States and Japanese Industries
Andrew C. Inkpen, Thunderbird - AGSIM
Srinath Beldona, Temple Univ.
Raj Chaganti, Temple Univ.

Competitiveness of Foreign Minerals in the Korean Market
O Yul Kim, Univ. of Regina

Turnaround of High Technology Firms in Russia: The Case of Micron
Garry D. Bruton, The Univ. of Tulsa
Yuri T. Rubanik, Moscow State Institute of Electronic Engineering

Friday, November 17
10:15 - 11:45 am
Forum Session 4: Managing Innovation I
Chair:
Danny Van Den Bulcke, Univ. of Antwerp

Understanding How Japanese Managers Champion Innovation
Scott Shane, Georgia Institute of Technology
Schon Beechler, Columbia Univ.
Sully Taylor, Portland State Univ.

Investing to Stay Ahead - Analyzing the Big Three German Chemical Companies’ Global Pharmaceutical Research Networks
Walter Kuemmerle, Harvard Business School

World Mandates and Initiatives in Foreign-owned Subsidiaries
Julian Birkinshaw, Stockholm School of Economics

Jennifer W. Spencer, Univ. of Minnesota

Combinations Inside and Out: Institutional Learning and the Evolution of Japanese HRM
Margaret B. Haack, Univ. of Pittsburgh

Friday, November 17
10:15 - 11:45 am
Forum Session 5: Regional Adjustments
Chair:
Robert E. Grosse, Thunderbird - AGSIM

Regionalism and Multilateralism after the Uruguay Round: Trade Policy Effects in the Asian Pacific Rim
John W. Clarry, Montclair State Univ.
E. Yong Lee, Concordia College

Chile’s Accession to NAFTA: Issues in the Negotiations
Terry Wu, Univ. of Regina
Neil Longley, Augustana Univ.

An Empirical Investigation of Firms’ Strategic Response to a Free Trade Agreement: The NAFTA Experience
Julian Jong-Hwa Lee, Seoul Women’s Univ.
Sing Young Lee, DongGuk Univ.
The Impact of European Integration on the Pharmaceutical Industry: a Longitudinal Analysis
Peggy E. Chaudhry, Villanova Univ.
Peter A. Dacin, Texas A&M Univ.

Strategies of Japanese Multinationals in ASEAN Markets: An Empirical Investigation
Jaideep Anand, Univ. of Western Ontario
R. Azimah Ainiuddin, Univ. of Western Ontario

Key Success Factors for Russian-Foreign Joint Ventures
Carl F. Fey, Western Business School

Friday, November 17
10:15 - 11:45 am
Forum Session 6: Asian Growth and Development
Chair:
Warren Keegan, Pace Univ.

Asia at Risk: Critical Issues in Forecasting
Llewellyn D. Howell, Thunderbird - AGSIM

The Flying-Geese Paradigm of Tandem Growth: TNCs’ Involvement and Agglomeration Economies in Asia’s Industrial Dynamism
Terutomo Ozawa, Colorado State Univ.

The Changing Pattern of the Distribution of Consumer Goods in the People’s Republic of China
Pia Lindell, Swedish School of Economics

China Paradox: Technology Transfer and the Thousand-Year Legacy
William F. Yager, Pacific Lutheran Univ.

An Empirical Ranking of International Financial Centres in the Asia-Pacific Region
Roger Strange, King’s College London
Ya-Cheng Liu, King’s College London

External and Internal Liberalization of Financial Markets in Korea and Japan: Measurement Issues
Taeho Kim, Thunderbird - AGSIM

Friday, November 17
1:30 - 3:00pm
Competitive Session F2A:
Marketing II

Chair:
Attila Yaprak, Wayne State Univ.

Marketing Strategies of Japanese Auto Manufacturers in Western Europe
Andreas F. Grein, City Univ. of New York
C. Samuel Craig, New York Univ.
Robert E. Grosse, Thunderbird - AGSIM
Jean Boddewyn, City Univ. of New York

Global Marketing Standardization and Performance: Implications of Effective Implementation
Sharon O’Donnell, Univ. of South Carolina
Insik Jeong, Univ. of South Carolina

The Effect of Source Country Characteristics on Consumers Attitudes Toward Purchasing Imported Product Categories
Jeongshin Shin, Chosun Univ.
Subhash Sharama, Univ. of South Carolina

Discussant:
William Renforth, Texas A&M International Univ.

Friday, November 17

Competitive Session F2B:
Economies in Transition I

Chair:
Mahmood A. Zaidi, Univ. of Minnesota
East vs West: In Search of Rationalizing Social Market Capitalism
Claudiu A. Secara, Algora Publishing
The Growth of the Firm in Planned Economies in Transition: The Case in China
Mike W. Peng, Univ. of Washington
The Impact of FDI on Transitional Economies: The Case of Coca-Cola in Poland and Romania
Jeffrey S. Arpan, Univ. of South Carolina
Douglas Woodward, Univ. of South Carolina
Frank Hefner, Univ. of South Carolina
James Kuhlman, Univ. of South Carolina
William R. Folks, Jr., Univ. of South Carolina
The Impact of Cultural Values on Managerial Behavior: A Comparative Study of the United States and Russia
Detelin Elenkov, Adelphi Univ.

Discussant:
Len J. Trevino, Univ. of Miami

Friday, November 17

Competitive Session F2C: Multinational Enterprises: Management and Organisation II

Chair:
José de la Torre, UCLA
The Implementation of TQM in Canada and Mexico: a Case Study
Bella L. Galperin, Concordia Univ.
Terri R. Lituchy, Concordia Univ.
Manufacturing Flexibility: Strategies, Control Systems and Performance - an Empirical Comparison of the US, Japan and Germany
Shirley J. Daniel, Univ. of Hawaii
Wolf D. Reitsperger, Univ. of Hawaii
Klaus Macharzina, Univ. of Hohenheim

An Exploratory Study of Strategic Planning Behaviour in Australian Small Business: Expectancy Planning Model
Gabriel O. Ogumokun, The Univ. of Western Australia
Peter T. Fitzroy, Monash Univ.
Robin N. Shaw, Victoria Univ. of Technology
Entrepreneurship in Multinational Corporations: the Characteristics of Subsidiary Initiatives
Julian Birkinshaw, Stockholm School of Economics

Discussant:
Peter Ping Li, California State Univ., Stanislaus

Friday, November 17

Competitive Session F2D:
Cultural Issues I

Chair:
Geert Hofstede, Univ. of Limburg
Operationalizing Cultures Consequences’ Dimensions: A Six Nation Test
Lane Kelley, Univ. of Hawaii
Irene Chow, Chinese Univ. of Hong Kong
Arthur Whatley, New Mexico State Univ.
Reginald Worthley, Univ. of Hawaii

Linking Culture and Perceptions of Justice: A Comparison of the US and South Korea
Marion M. White, James Madison Univ.
Judith A. Tansky, James Madison Univ.
Kibok Baik, Kookmin Univ.

Measuring Culture in International Management: The Cultural Perspectives Questionnaire
Martha L. Maznevski, Univ. of Virginia
K. M. Chudoba, Univ. of Virginia

Another Consequence of Culture - Intra-Cultural Variation
Kevin Y. Au, The Univ. of British Columbia

Discussant:
Jung Hwa Han, Hanyang Univ.

Friday, November 17

Panel FP2:
“Asian Advantage: Global Strategy in the Pacific Region”

Chair:
George S. Yip, UCLA

Panellists:
Yoko Ishikura, Aoyama Gakuin Univ.
Yongwook Jun, Chung-Ang Univ.
Ching-sung Wu, National Taiwan Univ.

Friday, November 17

Plenary: “The Impact of APEC”

David McClain, Director of the APEC Studies Center, Univ. of Hawaii
Ungsuh Park, President and CEO, Samsung Petrochemical Co., Ltd.
Charles Morrison, Director of the Program on International Economics and Policy, East-West Center and Executive Secretary, US APEC Studies Center Consortium

Friday, November 17

Competitive Session F3A:
**International Finance III**

**Chair:**
Sang Kee Min, Seoul National Univ.

**Adverse Selection, Investment Opportunities and Uninsured Rights Issues: Evidence from Korea**

Yong H. Kim, Univ. of Cincinnati
Manjeet S. Dhatt, Univ. of Wisconsin
Sandip Mukherji, Howard Univ.

**The Issuance of Overseas Equity-Related Bonds by Korean Firms: Their Impact on Stock Prices in the Domestic Market**

Young Kyu Park, Chung-Ang Univ.

**The Valuation Effects of Transnational Acquisitions: Evidence from the Pacific Basin Region**

Anand S. Desia, Kansas State Univ.
Stephen Dukas, Kansas State Univ.
Ali M. Fatemi, Kansas State Univ.

**Competitive Session F3B: Managing Innovation II**

**Chair:**
Philip M. Rosenzweig, Harvard Business School

**Investing to Learn Abroad - Analysing Foreign Direct Investment in R&D from a Social Cognition Perspective**

Walter Kuenmerle, Harvard Business School

**Do Government Regulations Hurt New Product Introductions?: The Case of Drug Lags in the US Pharmaceutical Industry**

Poh-Lin Yeoh, Univ. of South Carolina
Carl E. Dresden, Univ. of South Carolina

**Managing International Innovation Projects**

Gunnar Hedlund, Stockholm School of Economics

**Economics**

Jonas Ridderstrale, Stockholm School of Economics

**Intellectual Property Protection, Market Orientation and Location of Overseas R&D Activities by Multinational Enterprises**

Nagesh Kumar, The United Nations Univ.

**Discussant:**
Dae Whan Chang, The Mail Economic Daily

**Friday, November 17 5:00 - 6:30pm**

**Competitive Session F3C: Cultural Issues II**

**Chair:**
Thomas W. Roehl, Univ. of Illinois at Urbana-Champaign

**Reconceptualizing Individualism-Collectivism in Cross-Cultural Consumer Behavior**

Gary D. Gregory, Univ. of Texas at Arlington
Abdul Rasheed, Univ. of Texas at Arlington

**The Effect of National Cultural Distance on Post-Acquisition Performance**

Scott Shane, Georgia Institute of Technology
Piero Morosini, Univ. of Pennsylvania
Harbir Singh, Univ. of Pennsylvania

**The Origins of the Japanese Firm and the Western Paradigm**

Mark J. Scher, Japan Market Research Inc

**A Profile of the New Chinese Manager**

David A. Ralston, Univ. of Connecticut
Sally Stewart, Univ. of Hong Kong
Robert H. Terpstra, Univ. of Macau

**Discussant:**
Allan W. Bird, California Polytechnic State Univ.

**Friday, November 17 5:00 - 6:30pm**

**Panel FP3: “Foreign Direct Investment in China and the Russian Far East”**

**Chair:**
Ku-Hyun Jung, Yonsei Univ.

**Panellists:**

Kin-Chok Mun, the Chinese Univ. of Hong Kong
Richard W. Moxon, Univ. of Washington

**Dinner**

Dinner hosted by Jae-hyong Hong, Vice Prime Minister and Minister of Finance and Economy

**Saturday, November 18 8:30 - 10:00 am**

**Competitive Session S1A: Marketing III**

**Chair:**
Peter G. P. Walters, Hong Kong Polytechnic Univ.

**Consumer Perceptions of an International Franchise Service**

M. Africa Ariño, IESE, Universidad de Navarra, Spain

Supervised by José de la Torre, UCLA

**Entrepreneurship in Multinational Corporations: The Initiative Process in Foreign Subsidiaries**

Julian Birkinshaw, Stockholm School of Economics

Supervised by Joseph N. Fry, Univ. of Western Ontario

**The Influences of Opportunities, Competencies and Imagination on Firms’ International Strategies in Deregulating European Union Insurance Markets**

Frances Katrishen, Temple Univ.

Supervised by William R. Sandberg, Univ. of South Carolina

**The Pricing and Sourcing Responses of US Multinationals to Exchange Rate Changes**

Subramanian Rangan, INSEAD

Supervised by Raymond Vernon, Harvard Univ.
Moonkyu Lee, Univ. of Colorado
Francis M. Ulgado, Georgia Institute of Technology
Explaining Why Franchise Companies Expand Overseas
Scott Shane, Georgia Institute of Technology
Technophobia: Scale Development and Cross Cultural Validation
Bodo B. Schlegelmilch, Thunderbird - AGSIM
“Rami” Sundaresan Ram, Thunderbird - AGSIM
Relationship Quality in International Marketing Relationships
Preet S. Aulakh, Univ. of Texas at Austin
Masaaki Kotabe, Univ. of Texas
Discussant:
Masaaki Kotabe, Univ. of Texas

Saturday, November 18
8:30 - 10:00 am
Competitive Session S1B:
Economies in Transition II
Chair:
Detelin Elenkov, Adelphi Univ.
The Effects of Formerly Centrally-Planned versus Free-Market Economies on Individual Risk Taking Behavior: The Role of Institutional Environments in the US and Czech Republic
Mona V. Makhija, Univ. of Pittsburgh
Alice C. Stewart, Univ. of Pittsburgh
Audrey J. Murrell, Univ. of Pittsburgh
Macrosegmentation Schemes for the Emerging Eastern European and Former Soviet Country Markets
M. Reza Vaghefi, Univ. of North Florida
Angela D’Auria, Old Dominion Univ.
C. P. Rao, Old Dominion Univ.
New Industrialized Countries and Developing Countries in the New World Trade Order: the Challenges of Globalization
Brigitte Levy, Univ. of Ottawa
On Validating the Cosmopolitanism Scale: The Case of Ukrainian Consumers
Sung-Joon Yoon, Wayne State Univ.
Hugh M. Cannon, Wayne State Univ.
Attila Yaprap, Wayne State Univ.
Discussant:

Saturday, November 18
8:30 - 10:00 am
Competitive Session S1C:
Multinational Enterprises: Management and Organisation III
Chair:
Byung-gil Van, Sogang Univ.
Internationalisation of the Taiwanese Banking Industry: A Case of Dynamic Transformation
James Y. S. Liu, Univ. of Manchester
Che-jen Wang, Univ. of Manchester Inst. of Science and Tech.
The Characteristics of Small and Medium Sized Multinational Enterprises in Korea
Chol Lee, Honik Univ.
Inevitability, Desirability and Resolvability of Paradox: Dialectic Approach to Global Strategy
Peter Ping Li, California State Univ., Stanislaus
An Empirical Comparison in Quality Strategies and Control Systems in the Republic of Korea, Taiwan and Thailand
Shirley J. Daniel, Univ. of Hawaii
Wolf D. Reitsperger, Univ. of Hawaii
K. K. Seo, Univ. of Hawaii
Discussant:
Philippe Debroux, Hiroshima City Univ.

Saturday, November 18
8:30 - 10:00 am
Competitive Session S1D:
Cultural Issues III
Chair:
Bruce Stening, Australian National Univ.
Corporate Myopia in Japanese and United States Firms
Andrew C. Inkpen, Thunderbird - AGSIM
Sam Beldona, Rutgers Univ.
Arvind Phatak, Temple Univ.
Daniel Z. Ding, City Univ. of Hong Kong
What Makes Management Style Similar and Distinct Across Borders?
Soonkyoo Choe, Univ. of Illinois, Urbana-Champaign
Jangho Lee, Sogang Univ.
Thomas W. Roehl, Univ. of Illinois, Urbana-Champaign
Multicultural Work Team Process and Function
David C. Thomas, Univ. of Auckland
Elizabeth C. Ravlin, Univ. of South Carolina
Discussant:
Dennis Briscoe, Univ. of San Diego

Saturday, November 18
8:30 - 10:00 am
Panel SP1:
“Meet Business Journal Editors”
Chair:
Suk H. Kim, Univ. of Detroit Mercy
Panellists:
David A. Ricks, Thunderbird - AGSIM
Don Lessard, MIT
Paul W. Beamish, The Univ. of Western Ontario
Raj Aggarwal, John Carroll Univ.

Saturday, November 18
10:15 - 11:45 am
Forum Session 7:
International HRM
Chair:
John M. Hannon, Purdue Univ.
Corporate Restructuring Patterns in US and Germany: a Comparative Empirical Investigation
Abdul Rasheed, Univ. of Texas at Arlington
Rolf Buchner, Universitaet Passau
Joseph Rosenstein, Univ. of Texas at Arlington
Expatriate Management - the Differential Role of National Multinational Corporation Ownership
Richard B. Peterson, Univ. of Washington
Nancy Napier, Boise State Univ.
Won Shul-Shim, Boise State Univ.
Saturday, November 18
10:15 - 11:45 am
Forum Session 8:
Joint Ventures and Alliances
Chair:
Masakiko Kotabe, Univ. of Texas
An Unsuccessful International Joint Venture in China: Case and Analysis
Cherrie Jiuhua Zhu, Monash Univ.
Peter J. Dowling, Univ. of Tasmania
Foreign Subsidiaries in Developing Host Countries: Application of Transaction Cost and Resource-Based Theories
Anne Jacinta Tan, Indiana Univ.
Extent of Control in Joint Ventures: An Eclectic Theoretical Approach
Carl F. Fey, Western Business School
Managerial Operating Mechanisms in Non-Equity Strategic Alliances
Emile J. Pilafidis, Univ. of La Verne
Japanese Keiretsu Versus Korean Chaebols: Institutional Characteristics and Organizational Dynamics
Syed Tariq Anwar, West Texas A&M Univ.
Julian E. Gaspar, Texas A&M Univ.
Oriflame
Dominique Xardel, Groupe ESSEC
K. Galen Kroeck, Florida International Univ.
The Emergence of Korean and Taiwanese Multinationals in Europe: Prospects and Limitations
Roger van Hoesel, Erasmus Univ. Rotterdam
Production Subsidies, Local Content Requirements and Foreign Direct Investment: A Theoretical Analysis
Roger Strange, King’s College London
A Dragon Matures: Outward Foreign Direct Investment from Taiwan, 1987-1993
Trevor Buck, Univ. of Nottingham
Jocelyn Chen, Univ. of Nottingham
Alistair Bruce, Univ. of Nottingham
Singapore Incorporated: Re-interpreting Singapore’s Business Environments through a Corporate Metaphor
Usha Haley, National Univ. of Singapore
Linda Tow, National Univ. of Singapore
Toh Mun Heng, National Univ. of Singapore
Knowledge Accumulation Patterns of Start-up Companies in the Global Semiconductor Industry
Dong Jae Kim

Saturday, November 18
10:15 - 11:45 am
Forum Session 9:
Dealing with Governments
Chair:
David A. Ricks, Thunderbird - AGSIM
Losing the Blinders: Ethics and the Multinational Organization
David J. Boggs, Univ. of Texas at Dallas
Joan P. Roley, Univ. of Texas at Dallas
Power in Multinational Enterprise - Host Country Negotiations: a Powerbank Perspective
Mark V. Cannice, Indiana Univ.
The Levels of Developing Country Policy Formulation Toward Foreign Investment
William A. Stoever, Seton Hall Univ.
Reciprocity, Government Cooperation and Balance of Payments Implications in Global Services
Roger J. Kashlak, Loyola College in Maryland
Rajan Chandran, Temple Univ.
State Credibility and Currency Stability
Jennifer W. Spencer, Univ. of Minnesota
Srilahta Zaheer, Univ. of Minnesota

Saturday, November 18
10:15 - 11:45 am
Forum Session 10:
Internationalisation
Chair:
Hubert Gatignon, INSEAD
A Test of Internalization Theory and Internationalization Theory: The Upjohn Company
Alan M. Rugman, Univ. of Toronto
Erminio Fina, Univ. of Bologna
Assessing Internationalization: An Alternative Measurement Concept
William Renforth, Texas A&M International Univ.
Kannan Ramaswamy, Florida International Univ.

Saturday, November 18
10:15 - 11:45 am
Forum Session 11:
Culture and Consumer Behaviour
Chair:
Jussi V. Koivisto, Helsinki School of Economics
The Use of Humor in International Print Advertising: A Content Analysis
Lynette S. Unger, Miami Univ.
Carl E. Dresden, Univ. of South Carolina
Erika Schlomer, Washington State Univ.
Defining Product Quality from the Consumer’s Viewpoint: A Global Empirical Study
Georgia K. White, Brigham Young Univ.
Kristie W. Seawright, Brigham Young Univ.
Countries and Attitude Toward Products
Yangjin Yoo, Univ. of South Carolina
Application of Neural Processing Paradigms in Clustering Countries for Cross-Cultural Management Decisions
A. Ahad M. Osman-Gani, Nanyang Technological Univ.
Haroon A. Babri, Nanyang Technological Univ.
Export Performance and Economic Growth in China: A Cross-Provincial Analysis
Jong H. Park, Kennesaw State College
Penelope B. Prime, Kennesaw State College

Saturday, November 18
10:15 - 11:45
Panel SP2:
“Hoping for Another Asian Miracle: Key Success Factors for Transnational Corporations in Asia
Chair:
Vladimir Pucik, Cornell Univ.
Panelists:
Kim Wolf, Asian Institute of Management
Mari Kondo, Asian Institute of Management
Etsu Inaba, Asian Institute of Management

AIB Business Lunch
Featuring a presentation of the “Dean of the Year” and “Richard N. Farmer Dissertation” awards, an address by AIB president, Don Lessard as well as other announcements and introductions.

Saturday, November 18
1:30 - 3:00pm
Competitive Session S2A:
International Capital Markets
Chair:
Raj Aggarwal, John Carroll Univ.
Growth in Pacific Rim Stock Markets
Maria L. Roxas, Central Connecticut State Univ.
Jane Y. Stoneback, Central Connecticut State Univ.
Juanita P. Roxas, California Polytechnic Univ.
On the Relative Influence of US and Japan in the Asian Emerging Stock Markets
Richard A. Ajayi, Wayne State Univ.
Jongmoo Jay Choi, Temple Univ.
Seyed M. Mehdian, Ohio State Univ.
The Cross-Section of Expected Stock Returns: Further Evidence from Hong Kong
Jeong Bon Kim, Concordia Univ.
Joseph Cheung, Hong Kong Univ. of Science and Technology
Discussant:
Chuck C. Y. Kwok, Univ. of South Carolina

Saturday, November 18
1:30 - 3:00pm
Competitive Session S2B:
Multinational Enterprises: Strategy II
Chair:
Saeed Samiee, Univ. of Tulsa
High Tech CEO’s Perceptions of Doing Business with Korea
William A. Rooks, Jr., Kennesaw State College
Hope Torkornoo, Kennesaw State College
Winning Product-Based Competition in Dynamic Global Market: Lessons from Korea vs Japan in the US Auto Market
Eonsoo Kim, California State Univ.
Tai K. Oh, California State Univ.
Young-Ryeol Park, Yonsei Univ.
John C. McIntosh, Univ. of Illinois, Urbana-Champaign
An Evolutionary Model of the Multinational Corporation
Philip M. Rosenzweig, Harvard Business School
Sea-Jin Chang, Korea Univ.
Discussant:
Motofusa Murayama, Chiba Univ.

Saturday, November 18
1:30 - 3:00pm
Panel SP3A:
Chair:
Karen L. Middleton, Oklahoma City Univ.
Panelists:
Hossein S. Shafa, Oklahoma City Univ.
Steven J. Simon, Oklahoma City Univ.

Saturday, November 18
1:30 - 3:00pm
Panel SP3B:
“Longitudinal Methods in IB Research”
Chair:
Peggy E. Chaudhry, Villanova Univ.
Panelists:
Carl F. Fey, The Univ. of Western Ontario
Roger J. Kashlak, Loyola College in Maryland
Index of Participants
# Index of Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mauri, Alfredo J.</td>
<td>6</td>
</tr>
<tr>
<td>Maznevski, Martha L.</td>
<td>9, 11</td>
</tr>
<tr>
<td>McClain, David</td>
<td>11</td>
</tr>
<tr>
<td>McIntosh, John C.</td>
<td>15</td>
</tr>
<tr>
<td>Mehidian, Seyed M.</td>
<td>15</td>
</tr>
<tr>
<td>Meyer, Klaus E.</td>
<td>9</td>
</tr>
<tr>
<td>Middleton, Karen L.</td>
<td>15</td>
</tr>
<tr>
<td>Mileski, Joan P.</td>
<td>10, 14</td>
</tr>
<tr>
<td>Miller, Alan</td>
<td>8</td>
</tr>
<tr>
<td>Miller, Kent D.</td>
<td>6</td>
</tr>
<tr>
<td>Min, Sang Kee</td>
<td>6, 12</td>
</tr>
<tr>
<td>Moon, H. Chang</td>
<td>6, 7</td>
</tr>
<tr>
<td>Morosini, Piero</td>
<td>12</td>
</tr>
<tr>
<td>Morrison, Charles</td>
<td>11</td>
</tr>
<tr>
<td>Moxon, Richard W.</td>
<td>9, 12</td>
</tr>
<tr>
<td>Mukherji, Sandip</td>
<td>12</td>
</tr>
<tr>
<td>Mun, Kin-Chok</td>
<td>12</td>
</tr>
<tr>
<td>Murayama, Motofusa</td>
<td>15</td>
</tr>
<tr>
<td>Murrell, Audrey J.</td>
<td>13</td>
</tr>
<tr>
<td>N</td>
<td></td>
</tr>
<tr>
<td>Nachum, Lilach</td>
<td>10</td>
</tr>
<tr>
<td>Napier, Nancy</td>
<td>13</td>
</tr>
<tr>
<td>Narula, Rajneesh</td>
<td>6</td>
</tr>
<tr>
<td>Oddou, Gary R.</td>
<td>14</td>
</tr>
<tr>
<td>O’Donnell, Sharon</td>
<td>11</td>
</tr>
<tr>
<td>O’Grady, Shawna</td>
<td>7</td>
</tr>
<tr>
<td>Ogumokun, Gabriel O.</td>
<td>11</td>
</tr>
<tr>
<td>Oh, Tai K.</td>
<td>15</td>
</tr>
<tr>
<td>Okada, Yoshitaka</td>
<td>8</td>
</tr>
<tr>
<td>Osman-Gani, A. Ahad M.</td>
<td>15</td>
</tr>
<tr>
<td>Ozawa, Terutomo</td>
<td>8, 10</td>
</tr>
<tr>
<td>Paik, Yongsun</td>
<td>8</td>
</tr>
<tr>
<td>Park, Chaelsoon</td>
<td>7</td>
</tr>
<tr>
<td>Park, Jong H.</td>
<td>15</td>
</tr>
<tr>
<td>Park, Nam Gyoo</td>
<td>7</td>
</tr>
<tr>
<td>Park, Sung Kyu</td>
<td>8</td>
</tr>
<tr>
<td>Park, Ungsu</td>
<td>11</td>
</tr>
<tr>
<td>Park, Young Kyu</td>
<td>12</td>
</tr>
<tr>
<td>Park, Young-Ryeol</td>
<td>8, 15</td>
</tr>
<tr>
<td>Parkinson, David</td>
<td>15</td>
</tr>
<tr>
<td>Parnell, John A.</td>
<td>9</td>
</tr>
<tr>
<td>Patten, Ronald</td>
<td>7</td>
</tr>
<tr>
<td>Pedersen, Torben</td>
<td>7</td>
</tr>
<tr>
<td>Pegels, C. Carl</td>
<td>9</td>
</tr>
<tr>
<td>Peng, Mike W.</td>
<td>8, 11</td>
</tr>
<tr>
<td>Peter, Richard B.</td>
<td>13</td>
</tr>
<tr>
<td>Peyrefitte, Joseph</td>
<td>7</td>
</tr>
<tr>
<td>Phatak, Arvind</td>
<td>13</td>
</tr>
<tr>
<td>Pilafidis, Emile J.</td>
<td>14</td>
</tr>
<tr>
<td>Prime, Penelope B.</td>
<td>15</td>
</tr>
<tr>
<td>Procianoy, Jairo Laser</td>
<td>8</td>
</tr>
<tr>
<td>Pucik, Vladimr</td>
<td>8, 15</td>
</tr>
<tr>
<td>Punnett, Betty Jane</td>
<td>7</td>
</tr>
<tr>
<td>R</td>
<td></td>
</tr>
<tr>
<td>Radebaugh, Lee H.</td>
<td>7</td>
</tr>
<tr>
<td>Raghunathan, Sankaran</td>
<td>9</td>
</tr>
<tr>
<td>Rahman, Manzur</td>
<td>14</td>
</tr>
<tr>
<td>Ralston, David A.</td>
<td>12, 15</td>
</tr>
<tr>
<td>Ram, “Ram” Sundaresan</td>
<td>13</td>
</tr>
<tr>
<td>Ramamurti, Ravi</td>
<td>10</td>
</tr>
<tr>
<td>Ramaswamy, Kannan</td>
<td>14</td>
</tr>
<tr>
<td>Rangan, Subramanian</td>
<td>12</td>
</tr>
<tr>
<td>Rao, Asha</td>
<td>9</td>
</tr>
<tr>
<td>Rao, C. P.</td>
<td>13</td>
</tr>
<tr>
<td>Rasheed, Abdul</td>
<td>10, 12</td>
</tr>
<tr>
<td>Ravlin, Elizabeth C.</td>
<td>13</td>
</tr>
<tr>
<td>Reeb, David M.</td>
<td>10</td>
</tr>
<tr>
<td>Reid, Douglas</td>
<td>7</td>
</tr>
<tr>
<td>Reitsperger, Wolf D.</td>
<td>11, 13</td>
</tr>
<tr>
<td>Renforth, William</td>
<td>11, 14</td>
</tr>
<tr>
<td>Reuer, Jeffrey J.</td>
<td>6</td>
</tr>
<tr>
<td>Rhee, Dong Kee</td>
<td>8</td>
</tr>
<tr>
<td>Richardson, James</td>
<td>8</td>
</tr>
<tr>
<td>Ricks, David A.</td>
<td>13, 14</td>
</tr>
<tr>
<td>Riderstrale, Jonas</td>
<td>12</td>
</tr>
<tr>
<td>Robinson, Tsh</td>
<td>9</td>
</tr>
<tr>
<td>Rodgers, Ronald A.</td>
<td>6</td>
</tr>
<tr>
<td>Roehl, Thomas W.</td>
<td>12, 13</td>
</tr>
<tr>
<td>Rooks, William A., Jr.</td>
<td>15</td>
</tr>
<tr>
<td>Roos, Johan</td>
<td>7</td>
</tr>
<tr>
<td>Rosen, Joseph</td>
<td>13</td>
</tr>
<tr>
<td>Rosenweig, Philip M.</td>
<td>8, 12, 15</td>
</tr>
<tr>
<td>Roxas, Juanita P.</td>
<td>15</td>
</tr>
<tr>
<td>Roxas, Maria L.</td>
<td>15</td>
</tr>
<tr>
<td>Rubanik, Yuri T.</td>
<td>10</td>
</tr>
<tr>
<td>Rugman, Alan M.</td>
<td>7, 9, 12, 14</td>
</tr>
<tr>
<td>S</td>
<td></td>
</tr>
<tr>
<td>Sagafi-nejad, Tagi</td>
<td>9</td>
</tr>
<tr>
<td>Salter, Stephen B.</td>
<td>7</td>
</tr>
<tr>
<td>Samiee, Saeed</td>
<td>8, 15</td>
</tr>
<tr>
<td>Sandberg, William R.</td>
<td>12</td>
</tr>
<tr>
<td>Sanders, G. Lawrence</td>
<td>9</td>
</tr>
<tr>
<td>Sanford, Douglas M., Jr.</td>
<td>9</td>
</tr>
<tr>
<td>Sawney, Neeraj</td>
<td>15</td>
</tr>
<tr>
<td>Scher, Mark J.</td>
<td>12</td>
</tr>
<tr>
<td>Scherega, Carl</td>
<td>12</td>
</tr>
<tr>
<td>Schlegelmilch, Bodo B.</td>
<td>13</td>
</tr>
<tr>
<td>Schlemmer, Erik</td>
<td>14</td>
</tr>
<tr>
<td>Schmidt, Stuart M.</td>
<td>9</td>
</tr>
<tr>
<td>Schutte, Hellmut</td>
<td>8</td>
</tr>
<tr>
<td>Seaton, F. B.</td>
<td>6</td>
</tr>
<tr>
<td>Seawright, Kristie W.</td>
<td>15</td>
</tr>
<tr>
<td>Secara, Claudiu A.</td>
<td>11</td>
</tr>
<tr>
<td>Selvarajah, Christopher T.</td>
<td>7</td>
</tr>
<tr>
<td>Seo, K. K.</td>
<td>13</td>
</tr>
<tr>
<td>Sethi, S. Prakash</td>
<td>8</td>
</tr>
<tr>
<td>Shafa, Hossein S.</td>
<td>15</td>
</tr>
<tr>
<td>Shane, Scott</td>
<td>10, 12, 13</td>
</tr>
<tr>
<td>Sharama, Subhash</td>
<td>11</td>
</tr>
<tr>
<td>Shaw, Robin N.</td>
<td>11</td>
</tr>
<tr>
<td>Shin, Jeongshin</td>
<td>11</td>
</tr>
<tr>
<td>Siefers, Jerry L.</td>
<td>9</td>
</tr>
<tr>
<td>Simon, Steven J.</td>
<td>15</td>
</tr>
<tr>
<td>Singh, Harbir</td>
<td>12</td>
</tr>
<tr>
<td>Snider, Helen K.</td>
<td>6, 8</td>
</tr>
<tr>
<td>Sohn, J. H. Derick</td>
<td>8</td>
</tr>
<tr>
<td>Song, Jaeyong</td>
<td>7</td>
</tr>
<tr>
<td>Spencer, Jennifer W.</td>
<td>10, 14</td>
</tr>
<tr>
<td>Stening, Bruce</td>
<td>13</td>
</tr>
<tr>
<td>Stephan, John</td>
<td>8</td>
</tr>
<tr>
<td>Stephens, Robert D.</td>
<td>9</td>
</tr>
<tr>
<td>Stewart, Alice C.</td>
<td>13</td>
</tr>
<tr>
<td>Stewart, Sally</td>
<td>12</td>
</tr>
<tr>
<td>Stoever, William A.</td>
<td>14</td>
</tr>
<tr>
<td>Stoneback, Jane Y.</td>
<td>15</td>
</tr>
<tr>
<td>Stopford, John</td>
<td>6</td>
</tr>
<tr>
<td>Strange, Roger</td>
<td>10, 14</td>
</tr>
<tr>
<td>Stucker, Kristin</td>
<td>6</td>
</tr>
<tr>
<td>Stump, Rodney L.</td>
<td>8</td>
</tr>
<tr>
<td>Swinnerton, Eugene</td>
<td>7</td>
</tr>
<tr>
<td>T</td>
<td></td>
</tr>
<tr>
<td>Tallman, Stephen B.</td>
<td>7</td>
</tr>
<tr>
<td>Tan, Anne Jacinta</td>
<td>14</td>
</tr>
<tr>
<td>Tansky, Judith A.</td>
<td>11</td>
</tr>
<tr>
<td>Taylor, Sully</td>
<td>10, 14</td>
</tr>
<tr>
<td>Terpstra, Robert H.</td>
<td>12</td>
</tr>
<tr>
<td>Terpstra, Vern</td>
<td>6</td>
</tr>
<tr>
<td>Thomas, Anisya S.</td>
<td>7</td>
</tr>
<tr>
<td>Thomas, David C.</td>
<td>9, 13</td>
</tr>
<tr>
<td>Thomsen, Steen</td>
<td>7</td>
</tr>
<tr>
<td>Todino, Honorio</td>
<td>9</td>
</tr>
<tr>
<td>Tolentino, Paz Estrella E.</td>
<td>7, 13</td>
</tr>
<tr>
<td>Torkormoo, Hope</td>
<td>15</td>
</tr>
<tr>
<td>Tow, Linda</td>
<td>14</td>
</tr>
<tr>
<td>Trevino, Len J.</td>
<td>11</td>
</tr>
<tr>
<td>Tse, David K.</td>
<td>8</td>
</tr>
<tr>
<td>U</td>
<td></td>
</tr>
<tr>
<td>Ulferts, Gregory</td>
<td>7</td>
</tr>
<tr>
<td>Ulgado, Francis M.</td>
<td>13</td>
</tr>
<tr>
<td>Unger, Lynette S.</td>
<td>14</td>
</tr>
<tr>
<td>V</td>
<td></td>
</tr>
<tr>
<td>Vachani, Sushil</td>
<td>8</td>
</tr>
<tr>
<td>Vaghefi, M. Reza</td>
<td>13</td>
</tr>
<tr>
<td>Vambery, Robert</td>
<td>7</td>
</tr>
<tr>
<td>Van, Byung-gil</td>
<td>13</td>
</tr>
<tr>
<td>Van Den Bulcke, Danny</td>
<td>10</td>
</tr>
<tr>
<td>van Hoesel, Roger</td>
<td>14</td>
</tr>
<tr>
<td>Vaughn, Frank E.</td>
<td>14</td>
</tr>
<tr>
<td>Verbeke, Alain</td>
<td>9</td>
</tr>
<tr>
<td>Vermillion, L.</td>
<td>6</td>
</tr>
<tr>
<td>Vernon, Raymond</td>
<td>12</td>
</tr>
<tr>
<td>W</td>
<td></td>
</tr>
<tr>
<td>Wallace, Ian</td>
<td>15</td>
</tr>
<tr>
<td>Walters, Peter G. P.</td>
<td>9, 12</td>
</tr>
<tr>
<td>Wang, Che-jen</td>
<td>13</td>
</tr>
<tr>
<td>Whatley, Arthur</td>
<td>11</td>
</tr>
<tr>
<td>White, D. Steven</td>
<td>14</td>
</tr>
<tr>
<td>White, Georgia K.</td>
<td>15</td>
</tr>
<tr>
<td>White, Marion M.</td>
<td>11</td>
</tr>
<tr>
<td>Wills, James R.</td>
<td>8</td>
</tr>
<tr>
<td>Wolf, Bernard</td>
<td>6, 10</td>
</tr>
<tr>
<td>Wolf, Kim</td>
<td>15</td>
</tr>
<tr>
<td>Won Shul-Shim</td>
<td>13</td>
</tr>
<tr>
<td>Wong, Jacqueline</td>
<td>6</td>
</tr>
<tr>
<td>Wood, Donald M.</td>
<td>7</td>
</tr>
<tr>
<td>Woodward, Douglas</td>
<td>11</td>
</tr>
<tr>
<td>Worthley, Reginald</td>
<td>11</td>
</tr>
<tr>
<td>Wright, Lorna</td>
<td>7</td>
</tr>
<tr>
<td>Wu, Ching-sung</td>
<td>11</td>
</tr>
<tr>
<td>Wu, Terry</td>
<td>10</td>
</tr>
<tr>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Xardel, Dominique</td>
<td>14</td>
</tr>
<tr>
<td>Y</td>
<td></td>
</tr>
<tr>
<td>Yadav, Sanjay</td>
<td>6</td>
</tr>
<tr>
<td>Yager, William F.</td>
<td>10</td>
</tr>
<tr>
<td>Yaparak, Attila</td>
<td>11, 13, 15</td>
</tr>
<tr>
<td>Yeoh, Poh-Lin</td>
<td>12</td>
</tr>
<tr>
<td>Yilinitch, Anne</td>
<td>8</td>
</tr>
<tr>
<td>Yip, George S.</td>
<td>7, 11</td>
</tr>
<tr>
<td>Yoo, Yangjin</td>
<td>15</td>
</tr>
<tr>
<td>Yoon, Dongjin</td>
<td>7</td>
</tr>
<tr>
<td>Yoon, Sung-Joon</td>
<td>13</td>
</tr>
<tr>
<td>Yu, Chwo-Ming Joseph</td>
<td>6</td>
</tr>
<tr>
<td>Yul, O Kim</td>
<td>10</td>
</tr>
<tr>
<td>Z</td>
<td></td>
</tr>
<tr>
<td>Zaheer, Srilata</td>
<td>14</td>
</tr>
<tr>
<td>Zaidi, Mahmood A.</td>
<td>11</td>
</tr>
<tr>
<td>Zander, Ivo</td>
<td>7</td>
</tr>
<tr>
<td>Zhu, Cherrie Jiuhua</td>
<td>14</td>
</tr>
</tbody>
</table>
Florida Atlantic University’s College of Business and Nanjing University’s School of International Business invite papers for the 2nd International Symposium on Multinational Business Management. Special business-to-business sessions will be held to facilitate Western and Chinese business interchange. Paper sessions will include:

- Chinese infrastructure development and its impacts on international trade
- management development and employee training; comparative management practice, culture and style; organizational development and behavior, and multinational strategic management-including joint venture
- international marketing and logistics
- finance, insurance and real estate development
- accounting and international information systems–including computer communications
- international human resources management

Papers will be subjected to competitive review. Acceptance decisions will be given by September 1, 1996. Selected papers and all abstracts will be published in conference proceedings after the conference.

Submission rules include:

The deadline for submission is May 31, 1996.

Submissions must be original and not previously published or scheduled for publication elsewhere.

Papers should be a maximum of 30 pages inclusive of endnotes, graphs and tables and must be submitted in English or Mandarin Chinese.

For complete submission rules contact:
Professor Stanley J. Hille, USA Program Chair
Florida Atlantic University
Tel:(407) 367-3631
Fax:(407) 367-3638
e-mail: hille@acc.fau.edu
Professor Shuming Zhao, PRC Program Chair
Nanjing University
Tel: 86-25-6637551, x2726 or 6637651, X3942
Fax: 86-25-3607691 or 86-25-3302728
e-mail: zhaosm@njnet.ihep.ac.cn
THE UNIVERSITY OF TEXAS-PAN AMERICAN
THE COLLEGE OF BUSINESS ADMINISTRATION
FACULTY POSITIONS
PH.D. IN GLOBAL BUSINESS ADMINISTRATION

We offer a unique opportunity for scholars who would welcome the challenge of helping us develop our doctoral program in Global Business Administration. Now in its second year, we boast 22 excellent doctoral students and we anticipate adding another 10 next year. Our program fosters a globalized view of business administration and also allows students to major in accounting/law, economics/finance, management or marketing. Out-of-country internships and research projects, faculty and student exchanges, foreign language requirements, international team teaching, and easy access to the Maquiladoras all contribute to the globalized approach to doctoral education.

If you are an innovative teacher, if you engage in cutting-edge global business administration research, and if you would like to contribute to the development of an environment where cultural diversity and academic excellence co-exist, then you might consider advancing your career by applying for one of the positions described below. The review of applications will begin October 15 and continue until the positions are filled. Applicants for all positions should have excellent communication skills, an ability to mentor others, a collegial approach to interactions, and a sincere appreciation of cultural diversity. An ability to speak or a willingness to learn Spanish is required.

**Director of the**
**Ph.D. Program in Global Business Administration**

Successful applicant must have a record of international research appropriate for appointment at the full professor level, must have experience chairing doctoral dissertations, and must hold a Ph.D. in International Business, Management, Marketing, Finance, Accounting, or a related business field. The Director reports directly to the Dean and will contribute to the academic leadership of the doctoral program. Position is available immediately. Applicants should submit a letter of intent and full curriculum vita to:

**Director of the Institute for International Business Research**

Successful applicant must have a record of securing outside funding to support research efforts and must hold a Ph.D. in international business or a business related field. Rank is open depending upon qualifications. Experience chairing master’s theses and/or serving on doctoral dissertation committees is desired. Position is available immediately. Applicants should submit a letter of intent and full curriculum vita to:

**Three Faculty Positions**

Full time, tenure track positions are available in the areas of Management, Finance, and Accounting. Successful applicants must possess the Ph.D. and should have experience serving on doctoral dissertation committees. Applicants should submit a letter of intent and full curriculum vita to: Chair of the Department of Management or Finance or Accounting, College of Business Administration, UTPA, Edinburg, TX 78539-2999

---

The University of Texas-Pan American (UTPA) is located in the historic and scenic Rio Grande Valley where bi-cultural communities, low cost of living, family values, and Texas hospitality combine to create an exceptional living and learning environment. UTPA is the fifth largest and fastest growing institution in the University of Texas system with more than 13,000 students enrolling each semester. The 200 acre campus with Spanish-styled buildings and a plethora of subtropical trees and plants is located in the “All American” city of Edinburg just 20 miles north of the Mexican industrial city of Reynosa, Tamaulipas, 70 miles northwest of Matamoros, Tamaulipas, Mexico, 150 miles north of Monterrey, Nuevo Leon and 70 miles west of South Padre Island.

The College of Business Administration has 50 full time faculty who serve 2600 BBA and MBA students. The undergraduate and masters programs are AACSB accredited and the Ph.D. in Global Business Administration will seek initial accreditation in 1999. Easy access to the Maquiladoras and numerous exchange agreements create a fertile environment for international business research.
AIB 1995 - PROGRAM COMMITTEE

Nancy J. Adler
McGill University
Sanjeev Agarwal
Iowa State University
Raj Aggarwal
John Carroll University
Jeffrey S. Arpan
University of South Carolina
Christopher A. Bartlett
Harvard Business School
Paul Beamish
University of Western Ontario
Allan W. Bird
California Polytechnic State Univ.
Nakiye A. Boyaciogiller
San Jose State University
Thomas L. Brewer
Georgetown University
Peter J. Buckley
University of Bradford
Philippe Byosière
Nijenrode University
John A. F. Cantwell
University of Reading
Mark C. Casson
University of Reading
S. Tamer Cavusgil
Michigan State University
Sea-Jin Chang
Korea University
Sang Rim Choi
Hanyang University
Frederick D. S. Choi
New York University
Wee Chow Hou
National University of Singapore
James J. Chrisman
University of Calgary
Woo Jin Chu
Seoul National University
Cheng-Min Chuang
National Taiwan University
Joseph Yu Chwo-Ming
National Cheng-Chi University
Jean-Claude Cosset
University of Lausanne
Michael R. Czinkota
Georgetown University
John D. Daniels
Hong Kong Univ. of Science & Tech.
Phillippe Debroux
Hiroshima City University
Susan P. Douglas
Stern School of Business
Peter Dowling
University of Tasmania
Yves Doz
INSEAD
Gunter Dufey
University of Michigan
John H. Dunning
Rutgers University
Yoon Dae Euh
Korea University
Murray Frazer
Swinburne University of Technology
Prem Gandhi
State University of New York
Hubert Gatignon
INSEAD
J. Michael Geringer
California Polytechnic State Univ.
Michel Ghertman
Group HEC
Sumanta Ghoshal
London Business School
Donald Gibson
Macquarie University
Benjamin Gomes-Casseres
Harvard Business School
James D. Goodnow
Bradley University
Robert T. Green
University of Texas
Robert E. Grosse
Thunderbird
Stephen E. Guisinger
University of Texas at Dallas
Jim Hamill
University of Strathclyde
Jung Wha Han
Hanyang University
Robert G. Hawkins
Georgia Institute of Technology
Gunmar Hedlund
Stockholm School of Economics
Seef Hirsch
Tel Aviv University
Geert Hofstede
University of Limburg
Kim Seung Il
Inst. of Int’l Business and Strategy
Hiroyuki Itami
Hitotsubashi University
Eugene D. Jaffe
Bar-Ilan University
Arvind K. Jain
Concordia University
Young Hui Jee
Sogang University
Yong Wook Jun
Chung-Ang University
Ku Hyun Jung
Yonsei University
Ho Sang Kang
Sogang University
Jan Hack Katz
Cornell University
Warren J. Keegan
Pace University
Eonsoo Kim
California State Univ., Fullerton
Dong-Jae Kim
University of Illinois
Taeho Kim
Thunderbird - AGSIM
Stephen J. Kobrin
University of Pennsylvania
Bruce M. Kogut
University of Pennsylvania
Jeong-Suk Koh
Ilshin Investment Co. Ltd.
Byung-Jin Koo
CNB Economic Research Inst.
Masaaki Kotabe
University of Texas
Duane A. Kujawa
University of Miami
Chuck Kwok
University of South Carolina
Kyung-Hyuk Kwon
Yonsei University
Chol Lee
Hongik University
Jang Ho Lee
Sogang University
Kwang Chul Lee
Hongik University
Jang Rho Lee
Korea University
Kam-Hoon Lee
The Chinese Univ. of Hong Kong
Jangwoo Lee
Kyungpook National University
Seong-Joon Lim
Chung-Ang University
Ian McGovern
Nanyang Tech. University
Avi Meshulach
Jerusalem Sch. of Business Admin.
Sang Kee Min
Seoul National University
Motofusa Murayama
Chiba University
Jyun Nakajima
Hiroshima City University
Sae Jo Oh
Yonsei University
Yoshitaka Okada
Sophia University
Choelsoon Park
London Business School
Young-Ryeol Park
Yonsei University
Ronald J. Patten
DePaul University
Betty Jane Punnett
University of Windsor
Lee H. Radebaugh
Brigham Young University
William Renforth
Texas A&M Int’l University
Dong Kee Rhee
Seoul National University
Christine P. Ries
The Claremont Graduate School
Thomas W. Roehl
Univ. of Ill. at Urbana-Champaign
Philip M Rosenzweig
Harvard Business School
Alan M. Rugman
University of Toronto
S. Prakash Sethi
The City University of New York
Cheol-Ho Shin
Songshin Women’s University
Denis Fred Simon
Tufts University
Jeremiah Sullivan
University of Washington
Kazuho Takeuchi
Tokyo Keizai University
Vern Terpstra
University of Michigan
George Tesar
Univ. of Wisconsin, Whitewater
David C. Thomas
University of Auckland
Takahide Tsuiki
Seikei University
Rosalie L. Tung
Simon Fraser University
Robert Vambery
Pace University
Byung Gil Van
Sogang University
Daniel Van Den Bulcke
University of Antwerp
Heidi Vernon-Wortzel
Northeastern University
Ingo Walter
New York University
James R. Wills, Jr.
University of Hawaii
Lawrence H. Wortsell
Boston University
You Jae Yi
Seoul National University
George Tipp
Univ. of California, Los Angeles