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

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

Program

Program Chair: Masaaki “Mike” Kotabe, The University of Texas at Austin
Program Assistants: Maneesh Chandra, The University of Texas at Austin
Liesl Riddle, The University of Texas at Austin

Regional Track Chairs

Western/Northern Europe: Michael R. Czinkota, Georgetown University
Central/Eastern Europe and Former Soviet Republics: Ersal Genceturk, Koç University
Asia and Oceania: Yadong Luo, University of Hawai‘i at Manoa
Latin America: Hildy Teegen, George Washington University
NAFTA Issues: Dale F. Duhan, Texas Tech University
Middle East/Africa: Kate Gillespie, The University of Austin at Texas

Monterrey Arrangements

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

Logistics Chair: Anabella Dávila, EGADE, ITESM
Administrator Coordinator: Josefin Cardenas, EGADE, ITESM
Logistics: Geraldfina Villarreal, EGADE, ITESM
Finance Coordinator: Claudia Ramos, EGADE, ITESM
Corporate Image: Jazmin Calvillo, EGADE, ITESM
Secretary: Maricela Melendez, EGADE, ITESM

Placement Services

Coordinator: Michael S. Minor, The University of Texas-Pan American
1997 AIB Program Committee

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John Carroll University
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Thunderbird - AGSIM
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The World Bank
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University of Nevada - Reno
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University of Hawaii
Donald R. Lessard
Massachusetts Inst. of Tech.
Mingfang Li
California State University
Peter Ping Li
California State University
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Registration Hours
17:00 - 20:00, Wednesday, Oct. 8
07:00 - 20:00, Thursday, Oct. 9 - Saturday, Oct. 11
Sala 7 & 8, Crowne Plaza

Exhibits
09:00 - 17:00, Thursday, Oct. 8 - Saturday, Oct. 11
Second Floor Hallway, Crowne Plaza
Exhibitors
Addison Wesley Longman
Blackwell Publishers
Copenhagen Business School Press
Edgar Elgar Publishing
John Wiley & Sons, Inc.
South-Western College Publishing

Placement Services
08:00 - 17:00, Thursday, Oct. 9 - Saturday, Oct. 11
Colima, Crowne Plaza

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

Campus Tours
13:45 - 14:45 Centro Estudiantil, ITESM

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

Map of Hotel Area

HOTELS
A. Crowne Plaza
tel: 319-6000

B. Ambassador
tel: 342-2040

C. Ancira Radisson
tel: 345-7575

D. Howard Johnson
tel: 319-0900

E. Hotel Monterrey
tel: 344-7378
## Wednesday, October 8, 1997

**AIB Executive Board Meeting**  
Time: 8:00 - 17:00  
Room: Oaxaca, Crowne Plaza

**Registration**  
Time: 17:00 - 20:00  
Room: Sala 7 & 8, Crowne Plaza

## Thursday, October 9, 1997

**Registration**  
Time: 7:00 - 20:00  
Room: Sala 7 & 8, Crowne Plaza

**AIB Chapter Chairs Meeting**  
Time: 8:00 - 10:00  
Room: Nuevo Leon III, Crowne Plaza

**AIB Executive Board Meeting**  
Time: 8:00 - 17:00  
Room: Oaxaca, Crowne Plaza

**Placement Services**  
Time: 8:00 - 17:00  
Room: Colima, Crowne Plaza

**Buses depart from Crowne Plaza to ITESM**  
(for Doctoral Consortium and Jr. Faculty Consortium Participants)  
Time: 7:30 - 7:40

**Doctoral Consortium**  
(Merge to Farmer Award Presentation at 15:00)  
Time: 8:00 - 14:20  
Room: Salas 1A, 1B, 1C and IIA, Centro Estudiantil, ITESM  
Chairs:  
- Bruce Kogut, University of Pennsylvania  
- Sri Zaheer, University of Minnesota  
Faculty Participants:  
- Mary Yoko Brannen, University of Michigan  
- Carlos Garcia-Pont, IESE, Spain  
- Thomas Murtha, University of Minnesota  
- Subi Rangan, INSEAD, France  
- Diane Rulke, University of Minnesota

## Jr. Faculty Consortium

**Time:** 8:00 - 12:00  
**Room:** Sala IIC of Centro Estudiantil, ITESM  
**Chair:**  
- S. Tamer Cavusgil, Michigan State University  
**Panelists:**  
- Nakiye Boyacigiller, San Jose State University  
- S. Tamer Cavusgil, Michigan State University  
- Gunter Dufey, University of Michigan  
- J. Myles Shaver, New York University

**Company Tours**  
(VITRO, CIGARRERA, CERVECERIA, MASECA & SEGULOS LA COMMERCIAL)  
Time: 10:30 - 13:00  
Departing: Ambassador Hotel

**Brown Bag Lunch**  
Time: 12:00 - 12:30  
Room: Centro Estudiantil, ITESM (in same rooms)

**Buses depart from ITESM to Crowne Plaza**  
(for Jr. Faculty Consortium participants)  
Time: 13:30 - 13:40

**Presentation Skills**  
Time: 14:00 - 15:30  
Room: Ducal, Ambassador Hotel  
**Presenters:**  
- Warren Keegan, Pace University  
- José de la Torre, University of California - Los Angeles

**Buses depart from ITESM to Crowne Plaza**  
(for Doctoral Consortium participants)  
Time: 14:30 - 14:40
Richard N. Farmer Dissertation Award Finalists’ Presentations

**Time:** 15:00 - 16:30  
**Room:** Ministros/Diplomático, Ambassador Hotel  
**Chair:** Lee H. Radebaugh, Brigham Young University

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

*Success of the Transnational Transfer of Organizational Economies in Central and Eastern Europe*  
Tatiana Kostova, University of South Carolina

*Determinants of Foreign Direct Investment in Transition Economies in Central and Eastern Europe*  
Klaus E. Meyer, Copenhagen Business School

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

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

**Fellows Panel**

Competitive and Organizational Adjustments in Mexico’s Opening Economy

**Time:** 16:30 - 18:00  
**Room:** Ministros/Diplomático, Ambassador Hotel  
**Chair:** John D. Daniels, (Dean of Fellows) University of Richmond

**Presentation:**  
Gil Díaz, Vice Governor Banco de Mexico

**Discussant:**  
José de la Torre, University of California - Los Angeles

**Track and Session Chairs Meeting**

**Time:** 18:00 - 18:30  
**Room:** Ministros/Diplomático, Ambassador Hotel

**Presidential Reception**

**Time:** 18:30 - 20:30  
**Room:** S. Embajadores, Ambassador Hotel

–Serving Mexican appetizers with one complimentary drink  
–Traditional guitar music.

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**Friday, October 10, 1997**

**Registration**

**Time:** 7:00 - 20:00  
**Room:** Sala 7 & 8, Crowne Plaza

**Placement Services**

**Time:** 8:00 - 17:00  
**Room:** Colima, Crowne Plaza

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

**Time:** 8:00

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

**Time:** 9:00 - 10:30  
**Room:** Sala III of Centro Estudiantil, ITESM

**Moderator:**  
Lourdes Dieck, EGADE, ITESM

**Panel Members:**  
Carlos Abascal, CEO, Afianzadora Insurgentes  
Dionisio Garza, CEO, Alfa  
Enrique Zambrano, CEO, Proeza

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

**Time:** 10:45 - 12:15  
**Room:** Sala III of Centro Estudiantil, ITESM

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

**Panel Members:**  
Jeffrey S. Arpan, University of South Carolina (& AIB President)  
Andrew Blair, (Interim) Dean, University of Pittsburgh  
Jaime Alonso Gomez, Dean, EGADE, ITESM-Monterrey  
Robert G. May, Dean, GSB, The University of Texas at Austin  
Jorge Talavera, Dean, Universidad San Ignacio de Loyola-Lima

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

**Time:** 12:00 - 12:20
AIB 1997 - Monterrey, Mexico

1997 Program

Lunch on Your Own
Time: 12:15 - 13:30       Location: ITESM
A wide variety of restaurants are available at ITESM for those interested in the campus tours. They include Jubileo, Centrales, Vips, Refugio, and Molcas.

ITESM Campus Tours
Time: 13:45 - 14:45       Centro Estudiantil, ITESM

Buses depart from ITESM to Crowne Plaza
Time: 15:00

Friday, October 10, 1997
13:45 to 15:15 at the Crowne Plaza

Competitive Session 1:
Global Strategy in Asia
Date: October 10, 1997       Time: 13:45 - 15:15       Room: Guerrero
Chair:  Ravi Ramamurti, Northeastern University
Discussant:  Tailan Chi, University of Wisconsin - Milwaukee

Firm Performance in a Transition Economy: Institutional vs. Economic Effects in China
Seung Ho Park, Rutgers University
Shaomin Li, City University of Hong Kong

Linking the Foreign Entry Mode Decision to Performance: A Theoretical Integration and Comparative Case Analysis of US ‘High-Tech’ Entries Into Greater China
Mark V. Cannice, University of San Francisco

Dynamic Strategic Groups: Evidence from the Japanese Pharmaceutical Industry
Sabine B. Reddy, Wayne State University
D. Sudharshan, University of Illinois at Urbana-Champaign
Thomas Roehl, University of Illinois at Urbana-Champaign

Competitive Session 2:
Strategy Issues from European Perspectives
Date: October 10, 1997       Time: 13:45 - 15:15       Room: Durango
Chair:  Michael R. Czinkota, Georgetown University
Discussant:  James Maskulka, Lehigh University

Culture, Risk and Mode Selection in Central and Eastern Europe
Keith D. Brouthers, University of East London
Lance Eliot Brouthers, University of Texas - San Antonio, Texas
George Nakos, Clayton College and State University - Atlanta, Georgia

Subsidiary Role and Strategic Decision Making
James H. Taggart, University of Strathclyde

International Diversification and Performance of European Firms
Ike Mathur, Southern Illinois University
Kumar Mehta, Southern Illinois University at Carbondale
Manohar Singh, Southern Illinois University at Carbondale

Competitive Session 3:
Foreign Direct Investment, Internationalization, and Economic Benefit
Date: October 10, 1997       Time: 13:45 - 15:15       Room: Veracruz
Chair:  Attila Yaprak, Wayne State University
Discussant:  Susan Trussler, University of Scranton

Tariff Jumping DFI and Export Substitution: Japanese Electronics Firms In Europe
Leo Sleuwaegen, Catholic University of Leuven
Rene Belderbos, University of Sussex

Foreign-Owned Subsidiaries and Regional Development: The Case of Sweden
Julian Birkinshaw, Stockholm School of Economics

The Role of Internalizing Information in the Internationalization of the SME
Peter W. Liesch, University of Tasmania
Gary A. Knight, Florida State University

Internationalization Reconsidered: Tangible Versus Intangible Measures of Internationalization
Omar N. Toulan, Stockholm School of Economics
**Competitive Session 4:**

**Internationalization and Market Expansion**

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

**Chair:** Arvind Phatak, Temple University  
**Discussant:** Brian Toyne, St. Mary’s University

Internationalization of the Multinational Corporation, International Dimensions of the Top-Management-Team Character, and Performance: A Tacit Knowledge Model  
Nicholas Athanassiou, Northeastern University  
Douglas Nigh, University of South Carolina

The Competitive Advantage of Late Movers: What Types of Markets Should They Choose?  
Dong-Sung Cho, Seoul National University  
Jinah Choi, Seoul National University  
H. Chang Moon, University of the Pacific

An Assessment of Generic Business Strategies from the Perspective of Internationalization  
V. V. Miller, Texas A&M University

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**Panel Session 1:**

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

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

**Panel Members:**  
Marin Marinov, (Chair) University of Colorado at Colorado Springs  
Susan Bridgewater, University of Warwick  
Jorma Larimo, University of Vaasa  
Klaus E. Meyer, Copenhagen Business School

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**Panel Session 2:**

**Designing Better Strategic Alliances Agreements**

**Date:** October 10, 1997  **Time:** 13:45 - 15:15  **Room:** Nuevo Leon III

**Panel Members:**  
Farok J. Contractor (Chair), Rutgers University  
John Hagedoorn, Universiteit Maastricht  
Manuel Tenorio, Hylsa SA  
Asha Rao, Rutgers University  
Steve Weiss, York University

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**Friday, October 10, 1997**

**15:30 to 17:00 at the Crowne Plaza**

**Forum Session 1:**

**Regionalism and Competitive Advantage**

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

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

The Determinants of West-East Business: An Analysis of Ownership Advantages  
Klaus E. Meyer, Copenhagen Business School

Firm Competitiveness and Regionalization: A Theoretical Perspective  
Ben L. Kedia, The University of Memphis  
Paula D. Harveson, The University of Memphis  
Clay Dibrell, The University of Memphis

The Regionalization of Global Strategy  
Maneesh Chandra, University of Texas at Austin

The OECD Techno-Diamonds: Growth Paths Based on Techno-Nationalism, Techno-Regionalism, or Techno-Globalism  
Monisha Das, College of New Jersey  
Sumit K. Kundu, St. Louis University

UK FDI and the Comparative Advantage of the UK  
Lilach Nachum, UNCTAD  
J.H. Dunning, Reading University  
G.G. Jones, Reading University

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**Forum Session 2:**

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

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

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

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

Enterprise Structuring and Foreign Direct Investment in Central and Eastern Europe  
Val Samonis, University of Toronto

Seeds of Success: Organizational Transformation in the Czech Republic  
Karen Newman, Georgetown University  
Stanley Nollen, Georgetown University

Minimizing the Impact of Intra-Joint Venture Conflict: The Case of Russian International Joint Ventures  
Carl F. Fey, Stockholm School of Economics
### Forum Session 3: Cooperative Strategy

**Date:** October 10, 1997  
**Time:** 15:30 - 17:00  
**Room:** Veracruz  
**Chair:** Syed Tariq Anwar, West Texas A&M University

**Long Term Cooperation Prospects in International Joint Ventures—Perspectives of Chinese Firms**  
Rongxin Chen, University of San Francisco  
David J. Boggs, University of Texas at Dallas

**Contracting with the State: Australian Investment in Vietnam and Indonesia**  
Elizabeth Maitland, University of Melbourne

**The Impact of Structural and Managerial Variables on Equity International Joint Venture (EIJV) Effectiveness in China and Hungary**  
William Newburry, New York University  
Orly Yeheskel, The Open University of Israel and Tel-Aviv University  
Yoram Zeira, Tel-Aviv University

**The Evolution of Inter-Organizational Relationships Under China’s Economic Reforms**  
Laura L. Whitcomb, California State University  
Cheng Li, California State University  
Ping Zhao, Tsinghua University

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

**Date:** October 10, 1997  
**Time:** 15:30 - 17:00  
**Room:** Jalisco  
**Panel Members:**  
Dong-Sung Cho (Chair), Seoul National University  
H. Chang Moon (Co-Chair), University of the Pacific  
Dong Kee Rhee, Seoul National University  
Young-Doh Huh, Ulsan University  
Seon Shik Kim, Sookmyung Women’s University  
In-Soo Kang, Sookmyung Women’s University

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

**Date:** October 10, 1997  
**Time:** 15:30 - 17:00  
**Room:** Sonora  
**Chair:** Lyn S. Amine, St. Louis University

**Competition Policy and Global Competitiveness in South Africa**  
Saul Klein, Wits Business School

**Diaspora Attitudes Toward Homeland Investment in the Middle East**  
Kate Gillespie, University of Texas at Austin  
Liesl Riddle, University of Texas at Austin  
Edward Sayre, University of Texas at Austin  
David Sturges, University of Texas-Pan American

**Creating Strategic Alliances in the Global Village: The South African Case**  
Johan Hough, University of South Africa

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

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

**Date:** October 10, 1997  
**Time:** 15:30 - 17:00  
**Room:** Nuevo Leon III  
**Panel Members:**  
Usha C.V. Haley (Chair), The Australian National University  
Jose Barona, Ministry of Foreign Affairs, Mexico  
George T. Haley, Queensland University of Technology  
Kong Yam Tan, National University of Singapore
Friday, October 10, 1997
17:15 to 18:45 at the Crowne Plaza

Meet the Editors
Date: October 10, 1997    Time: 17:15 - 18:45
Room: Nuevo Leon III
Panel Moderator: Yahia H. Zoubir, Thunderbird
Editors (In alphabetical order of journals):
Yahia H. Zoubir, International Executive
Thomas L. Brewer, Journal of International Business Studies
Frederick D.S. Choi, Journal of International Financial Management and Accounting
S. Tamer Cavusgil, Journal of International Marketing
Robert S. Lusch, Journal of Marketing
Michael Harvey, Journal of World Business (formerly, Columbia Journal of World Business)
Denise Dimon, Latin American Business Review
Joachim Wolf, Management International Review

Buses depart from Crowne Plaza to Centro Cultural Alfa (for Fiesta Mexicana)
Time: 19:30

Fiesta Mexicana (hosted by ITESM)
Date: October 10, 1997    Time: 20:00-23:00
Location: Jardin Prehispanico, Centro Cultural Alfa
– Mexican Dinner, Folklore Ballet, and Music

Buses depart from Centro Cultural Alfa to Crowne Plaza
Time: 23:30

Saturday, October 11, 1997
8:00 to 9:30 at the Crowne Plaza

Competitive Session 5:
Strategy Development and Resource Deployment
Date: October 11, 1997    Time: 8:00 - 9:30
Room: Guerrero
Chair: Susan Douglas, New York University
Discussant: Douglas Reid, University of Western Ontario
Structure Leads to Strategy: A Network Analysis of Across-Unit Communication and Unit Strategies in a Multinational Organization
Ivan M. Manev, Boston College

Resource Redeployment to Target Businesses Following International Acquisitions: An Intersection of Internalization and Evolutionary Theories
Laurence Capron, INSEAD
Will Mitchell, University of Michigan
A Comparison of Long- and Short-Term Firm Orientation: A Study of Japan, Europe and the United States
Clay Dibrell, The University of Memphis
Timothy L. Pett, Wichita State University

Competitive Session 6:
NAFTA: Convergence and Divergence of Business Strategy and Tactics
Date: October 11, 1997    Time: 8:00 - 9:30
Room: Veracruz
Chair: Dale F. Duhan, Texas Tech University
Discussant: Prem Gandhi, State University of New York
Canadian Corporate Strategy in a North American Region
Alan M. Rugman, University of Toronto
John Kirton, University of Toronto
Julie A. Soloway, University of Toronto
Country Differences in Sensitivity to Information Asymmetries and Exchange Rates in Foreign Direct Investment
Barry C. Foltos, American University
Seung H. Kim, Saint Louis University
Influence Tactics in the US and Mexico
Jerry Wofford, The University of Texas at Arlington
Steve Lovett, The University of Texas at Arlington
Standards Across Borders: Adoption of the Arm’s Length Standard in North America, 1917-97
Lorraine Eden, Texas A&M University
William P. Wan, Texas A&M University
M. Tina Dacin, Texas A&M University

Competitive Session 7:
Modes of Control and National Factors
Date: October 11, 1997    Time: 8:00 - 9:30
Room: Durango
Chair: Udo Zander, Stockholm School of Economics
Discussant: Mary Ann Von Glinow, Florida International University
An Empirical Investigation of Why Firms Expatriate: Linking Organizational Learning Theory to the Process of Internationalization
Meredith Downes, Illinois State University
Anisya S. Thomas, Florida International University
When is Franchising Preferred Over Company-Run Operations?
Farok J. Contractor, Rutgers, The State University
Sumit K. Kundu, St. Louis University
Charismatic Leadership: A Comparison of Canadian and Iranian Executives
Mansour Javidan, University of Calgary
Dale Carl, University of Calgary

The Impact of National Origin on the Survival of Foreign Affiliates: A Comparative Study of North European and Japanese Investors in the United States
Jean-Francois Hennart, University of Illinois at Urbana-Champaign
Harry G. Barkema, University of Tilburg
Harry Bell, University of Tilburg
Gabriel R.G. Benito, Norwegian School of Management
Jorma Larimo, University of Vaasa
Torben Pedersen, Copenhagen Business School
Ming Zeng, University of Illinois at Urbana-Champaign

Competitive Session 8:
Market Entry and Growth in Asia
Date: October 11, 1997 Time: 8:00 - 9:30
Room: Sonora
Chair: Duane Kujawa, University of Miami
Discussant: Srilata Zaheer, University of Minnesota

Do Business Ethics Concepts Apply Cross-Culturally: A Study of American and Malaysian Managers
C.P. Rao, Old Dominion University
Kiran W. Karande, Old Dominion University
Anusorn Singhapakdi, Old Dominion University
Mohd. Ismail Ahmad, Universiti Pertanian, Malaysia

Expatriate Employment Patterns in Subsidiaries of Japanese MNEs
Andrew Delios, University of Western Ontario

Bangladeshi Consumers’ Country-of-Origin (COO) Attitudes Toward Imported Products in Comparison to Their Domestic Counterparts
Erdener Kaynak, Pennsylvania State University at Harrisburg
Orsay Kucukemiroglu, Pennsylvania State University at York
Akmal S. Hyder, Gavle-Sandviken University College

Panel Session 5:
Economic Groups in Latin America
Date: October 11, 1997 Time: 8:00 - 9:30
Room: Jalisco
Panel Members:
Robert Grosse (Chair), Thunderbird
Juan Yanes, MAI Consulting
Moises Naim, Government of Venezuela
Francisco Piedrahita, ICESI

Poster Session 1
Date: October 11, 1997 Time: 8:00 - 11:15
Room: Nuevo Leon III
Chair: Donald R. Lessard, Massachusetts Institute of Technology

Crossborder Acquisition Strategies in Latin America in 1995-1996
Fernando Robles, George Washington University

Economic Function of Regional Grouping: The Case of MERCOSUR
Tapen Sinha, Instituto Tecnologico Autonomo de Mexico
Dipendra Sinha, Macquarie University

Revisiting Multinational Firms’ Ownership Strategy for International Joint Ventures: A Process-Based Approach
Duan Xiansheng, University of Illinois at Urbana-Champaign

The End of Japanese-Style Human Resource Management? - Recent Changes, Their Causes and Their Strategic Implications
Gregory K. Ornatowski, Massachusetts Institute of Technology

An Application of Hofstede’s VSM 94 Survey Within the Indonesian Context: An Exploratory Study
Mark Heuer, George Washington University
Winfred Hutabarat, Yale University
Jeffrey L. Cummings, George Washington University

Open Skies, Averted Eyes: SE Asian Market Response To Transnational Satellite Television
Amos Owen Thomas, Monash University

Expatriate Purchase Patterns: An Exploratory Study of Consumers in Saudi Arabia
Dana-Nicoleta Lascu, University of Richmond
Sugandha Kamalapuri, University of Richmond

A Symbolic Architecture to Privatization
Harvey Arbelaez, The Pennsylvania State University

Portugal in the European Union: The First 10 Years
George Nakos, Clayton College & State University
Keith D. Brouthers, University of East London
Robert Moussetis, Dana College

Global Marketing Research Institute
Robert W. Schaffer, California State Polytechnic University
Jerry Kirkpatrick, California State Polytechnic University
Patricia Hopkins, California State Polytechnic University
An Experimental Learning Activity for Teaching International Trade Theory
   John L. Lawrence, University of Idaho

Corporate Repatriation: Toward a New Theoretical Life Cycle Model of Production Migration
   David A. Ericson, Nova Southeastern University

Global Internet Commerce: A Model for Organizational Strategic Fit
   Steven J. Simon, Oklahoma City University
   Patrick Doran, Oklahoma State University

Deforestation and International Work-Related Values
   Bryan W. Husted, Instituto de Empresa

Emerging-Market Companies With Changing Corporation and Financial Performance Criteria
   Frank G. Landram, West Texas A&M University
   Syed Tariq Anwar, West Texas A&M University
   Joan Carlson, West Texas A&M University

First Steps to Export Success
   Chris Styles, University of New South Wales

The Impact of Political Risk on the Foreign Direct Investment Decision
   Dorothee J. Feils, University of Regina
   Florin M. Sabac, University of Regina

Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Indexing and Clustering Techniques
   S. Tamer Cavusgil, Michigan State University
   Tunga Kiyak, Michigan State University
   Preet S. Aulakh, Michigan State University

On the Impact of DFI on Economic Transition and Development
   Klaus E. Meyer, Copenhagen Business School

Perceived Organizational Support: A Cross Cultural Study
   M. Jane Crabtree, University of Dubuque

Cross-Cultural Differences In Perception of the Importance of Building Relationships/Trust of Deal-Making
   Cheryl Van Deusen, University of Central Florida
   Carolyn B. Mueller, Ball State University
   Gordon Jones, Hawaii Pacific University
   Harris Friedman

Knowledge Acquisition and Learning in an International Joint Venture: The Case of Nummi
   Refik Culpan, Penn State University at Harrisburg

The Adoption of an Intranet - Strategic Implications
   Chris Gore, Coventry University
   Emma Gore, Coventry University

Network Analysis and Corporate Alliances
   Carlos Garcia-Pont, University of Navarra

Asian Networking of Korean Firms: Triplization, Leapfrogging, and Global Networking Strategy
   Yun-Cheol Lee, Hankuk Aviation University
   Dong-Sung Cho, Seoul National University

Attitudes of Korean Bureaucrats Towards Foreign Investments
   Se Young Ahn, The Ministry of Trade, Industry and Energy, Korea

Cross-national Investigation of the Relationship between Control Systems & Organizational Capacity for Learning
   Mona V. Makhija, University of Pittsburgh
   Karynne Turner, University of Pittsburgh

Strategic Responses to Market Globalization Among Advertising Agencies
   Andreas F. Grein, Baruch College - City University of New York

Saturday, October 11, 1997
9:45 to 11:15 at the Crowne Plaza

Forum Session 5:
New Research Paradigms in the Making

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

Chair: David A. Ricks, Thunderbird

Emerging Organizational Paradigm for International Marketing: The Born Global Firm
   Gary A. Knight, Florida State University
   S. Tamer Cavusgil, Michigan State University

The Globalization of Industrial Research - An Investigation into its Determinants and Implications for Public Policy
   Walter Kuehmerle, Harvard Business School

Robust Design: Global Rationalization for Proactive, Adaptable Products
   Scott Swan, The College of William & Mary

Dual Diversification: The Theory Extension and Empirical Test
   Chad Nehrt, The University of Texas as Dallas
   Joan Mileski, The University of Texas at Dallas
   Anupama Phene, The University of Texas at Dallas
**Forum Session 6:**
Institutional Impact on Multinationality

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

Chair: Andrew Blair, University of Pittsburgh

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

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

Infrastructure Restructuring for Global Competitiveness
Ravi Ramamurti, Northeastern University

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

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

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

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

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

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

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

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

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

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

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

Chair: Khosrow Fatemi, Texas A & M International

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

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

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

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

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

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

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

Panel Members:
Alan M. Rugman (Chair), University of Toronto
Lorraine Eden, Texas A&M University
Chris Sands, CSIS, Washington DC
John Kirton, University of Toronto
**Saturday, October 11, 1997**

**11:30 to 13:00 at the Crowne Plaza**

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

**Date:** October 11, 1997  
**Time:** 11:30 - 13:00  
**Room:** Guerrero  
**Chair:** Bruce McKern, Monash Mt. Eliza Business School  
**Discussant:** Rongxin Chen, University of San Francisco  

**The Strategic Role of Relational Bonding in International Project Collaborations**
- S. Tamer Cavusgil, Michigan State University  
- Mitrabarun Sarkar, Michigan State University  
- Preet S. Aulakh, Michigan State University

**Organizational Sensemaking in Strategic Alliances: A Matter of Organizational Levels, Nationality, Company, Project or Location?**
- Lin Lerpold, Stockholm School of Economics  
- Lena Zander, Stockholm School of Economics

**Why Firms Repeatedly Enter Into International Alliances: A Longitudinal Study**
- Xavier Martin, New York University  
- Namgyoo Park, New York University

**What Differences in the Cultural Backgrounds of Partners are Detrimental for International Joint Ventures?**
- Freek Vermeulen, Tilburg University  
- Harry G. Barkema, Tilburg University

**Competitive Session 10:**
**International Business in Latin America: Strategic Implications**

**Date:** October 11, 1997  
**Time:** 11:30 - 13:00  
**Room:** Durango  
**Chair:** Robert T. Green, The University of Texas at Austin  
**Discussant:** Van R. Wood, Virginia Commonwealth University

**Multinational Corporations, Developing Countries, and Environmental Protection: The Case of the Petroleum and Chemical Sectors in Latin America and Greater China Region**
- Titus Moser, University of Cambridge  
- Terence Tsai, University of Cambridge

**FDI in the Caribbean: Motivations, Locational Choices and Market Entry Modes of U.S, European and Asian MNEs**
- Lou Anne Barclay, University of Warwick

**Panel Session 7:**
**Latin American Integration: The Second Wave**

**Date:** October 11, 1997  
**Time:** 11:30 - 13:00  
**Room:** Jalisco  
**Panel Members:**  
- Francoise Simon (Chair), Columbia University  
- Julia Sagebien, Dalhousie University  
- Cesar Souza, Senior Vice President, Odebrecht  
- Fernando Robles, George Washington University

**Panel Session 8:**
**Multi-Media and Other Distance Learning Issues in International Business Education**

**Date:** October 11, 1997  
**Time:** 11:30 - 13:00  
**Room:** Veracruz  
**Panel Members:**  
- David A. Ricks (Chair), Thunderbird  
- George Debakey, American University  
- Bodo Schlegelmilch, Wirtschafts University  
- Steven J. Simon, Oklahoma City University

- Gary S. Insch, Indiana University  
- J. Brad McBride, Instituto Tecnologico Autonomo de Mexico

**Maquiladoras, Mariachi Circles, and Managerial Conflict: Multinational Management Practices in Mexico**
- John Sargent, Florida International University  
- Linda Mathews, Florida International University

**An Analysis of Financial Distress in the United States and Japan**
- David M. Reeb, Worcester Polytechnic Institute  
- Chuck C.Y. Kwok, University of South Carolina
**JIBS Decade Award Presentation**

Date: October 11, 1997    Time: 11:30 - 13:00
Room: Oaxaca
Chair: Thomas L. Brewer, Georgetown University
Presentation of the winning 1987 JIBS article:

*Equity Joint Ventures and the Theory of the Multinational Enterprise*
Paul W. Beamish, University of Western Ontario
John C. Banks, Wilfrid Laurier University

Discussants:
Robert Grosse, Thunderbird-AGSIM
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

**Awards Banquet**

Date: October 11, 1997    Time: 13:00 - 15:00
Room: Nuevo Leon I and II
Executive of the Year Award to be presented to
Ing. Lorenzo Zambrano, CEO, CEMEX

*Formal Luncheon with 1997 award presentations*

**Saturday, October 11, 1997**
**15:15 to 16:45 at the Crowne Plaza**

**Forum Session 9:**
**Building Competitiveness via Alliances and Specialization**

Date: October 11, 1997    Time: 15:15 - 16:45
Room: Guerrero
Chair: Richard Wright, McGill University

*A Generalized Approach to Designing the Intercompany Alliance Agreement: A Finance and Strategic Perspective*
Farok J. Contractor, Rutgers, The State University
Wonchan Ra, Rutgers University

*A Marketing Explanation for Japanese Investors’ Choice of Joint Ventures Versus Wholly-Owned Subsidiaries in the US*
Shih-Fen Chen, Kansas State University
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

Does National Cultural Distance Affect International Joint Venture Success?
Carl F. Fey, Stockholm School of Economics
Shige Makino, Chinese University of Hong Kong

Explaining Dynamics in the Country-Specialization Patterns Within the World Textile and Clothing Industry
Ysabel Nauwelaerts, Catholic University Leuven

**Forum Session 10:**
**Foreign Direct Investments and Finance**

Date: October 11, 1997    Time: 15:15 - 16:45
Room: Durango
Chair: William R. Folks, University of South Carolina

*Foreign Exchange Market Efficiency: A Time Varying Approach*
June Y. Hoang, University of Michigan Business School
Sang Kee Min, Seoul National University Business School
Keun Joong Kim, Seoul National University Business School

*The Wealth Effects of Expansion to Southeast Asia by U.S. Firms*
Ike Mathur, Southern Illinois University
Lynette Knowles Mathur, Southern Illinois University

*Source-Country Factors as Determinants of FDI in China*
Hongxin Zhao, Saint Louis University

*Locational Determinants of Japanese FDI in China*
Andrew Delios, University of Western Ontario

*Money Laundering and the Banking Sector in Hong Kong*
T.K. Ghose, University of Hong Kong

**Forum Session 11:**
**Cultural Dimensions of International Business**

Date: October 11, 1997    Time: 15:15 - 16:45
Room: Veracruz
Chair: Nakiye Boyacigiller, San Jose State University

*Integration of Culture and Cognition: Implications for Cross-Cultural Management*
Robert H. Doktor, University of Hawaii at Manoa
Dharm P.S. Bhawuk, University of Hawaii at Manoa

*Propositions for Sales Force Management Research in Post-Bubble Japan*
Bruce Money, University of South Carolina

*Adding Tools to the Toolkit: Insights and Empirical Evidence on the Value of Additional Cultural Frameworks for International Management Research*
Martha L. Maznevski, University of Virginia
Joseph J. DiStefano, University of Western Ontario

*The Role of Leadership in the Creation of Culturally Diverse Joint Ventures: A Sino-United States Study*
Cliff Wymbs, Rutgers University

*An Experimental Study of Cultural Diversity and Work Group Effectiveness*
David C. Thomas, The University of Auckland
Forum Session 12:
Organizational Capabilities and Foreign Expansion

Date: October 11, 1997    Time: 15:15 - 16:45
Room: Sonora
Chair: Christine P. Ries, Georgia Institute of Technology

Achieving Transnational Pioneering Advantages: An Organizational Learning Perspective
Kelly H. Uscategui, University of South Carolina

The International Organization of the Biotechnology Industry
Anoop Madhok, University of Utah
Thomas Osegowitsch, University of Western Australia

Conceptualizing Centers of Excellence Within Multinational Corporations
Patrick Furu, Swedish School of Economics

Technological Competitiveness, Trade and Foreign Direct Investment
Rajneesh Narula, Universiteit Maastricht
Katharine Wakelin, Universiteit Maastricht

Foreign Market Entry and Extension of Organizational Capabilities - A Knowledge Management Approach
Stefan Jonsson, Stockholm School of Economics

Panel Session 9:
The Impact of Foreign Direct Investment on Host-Country Competitiveness

Date: October 11, 1997    Time: 15:15 - 16:45
Room: Jalisco

Panel Members:
Julian Birkinshaw (Co-Chair), Stockholm School of Economics
Tony Frost, (Co-Chair), University of Western Ontario
Wilbur Chung, University of Michigan
R. Steven White, Kobe University
Donald R. Lessard (Discussant), Massachusetts Institute of Technology

Poster Session 2:

Date: October 11, 1997    Time: 15:15 - 18:30
Room: Nuevo Leon III
Chair: Robert Grosse, Thunderbird

Geon-Cheol Shin, Kyung Hee University
Roger J. Calantone, Michigan State University
Takahide Kosaka, Nihon University

Influences on Management Practices in Multinational Corporations (MNC) in the People’s Republic of China
John Z. Yang, Fordham University

A Macroeconomic Analysis of India’s Emerging Stock Market Performance
Luc Soenen, California Polytechnic State University
Robert Johnson, University of San Diego
Kokila Doshi, University of San Diego

Is There A Long-Run Relationship Between the Indian Stock Market and the Stock Markets of the Developed World?
Dipendra Sinha, Macquarie University
Tapen Sinha, Bond University

Crisis Benefits, Preparedness, and Vulnerability: Some Empirical Findings on Hong Kong Companies
John K.S. Chong, University of North Dakota
Mee-Kau Nyaw, Lingnan College

Comparing Marketing Orientation and Business Performance in Turbulent Environments
Patriya Tansuhaj, Washington State University
James McCullough, Washington State University
Jerman Rose, Washington State University

The Effects of the Uncertainty Avoidance Measure on the Organizational Structure Valued in the EU Countries
Carl A. Rodrigues, Montclair State University
Eileen Kaplan, Montclair State University

Multiple Languages in Business: Assessing Needs and Weaknesses; Developing Strategies and Solutions
Jutta Bailey, Thunderbird, The American Graduate School of International Management

National Culture: A Source of Competitive Advantages in International Competition
Edward M. Kamau, University of Memphis
L. Wakiuru Wamwara, University of Memphis

India and China: A Comparative Analysis of Market Conditions and Opportunities for Foreign Direct Investment
Lyn S. Amine, Saint Louis University
Sumit K. Kundu, Saint Louis University

Organizational Culture as a Determinant of Foreign Market Entry Strategy Choice and Success
A. Crystal Godsey, Georgia Institute of Technology
Francis M. Ulgado, Georgia Institute of Technology
Kristin Boyle, Georgia Institute of Technology

Journey to the West: Reflections on a Semester in Shanghai
Theodore F. Smith, Old Dominion University

Entrepreneurial Leadership in Transitional Economy: Redesigning the Profile
Mikhail Gratchev, Russian Academy of Sciences
Maria Frolova, Moscow State Institute of International Relations

Global Mindsets: An Exploratory Study
Stell A.G. Kefalas, The University of Georgia
Ernst W. Neuland, University of Pretoria
Measurement of Perceived Environmental Uncertainties: Response and Extension
Kent Miller, Purdue University

Labor Lawsuits: A Source of Disadvantage for Foreign Subsidiaries in the United States
John Mezias, New York University

Measuring Effects of International Business: A Comparison of Risk and Return in Multinational and Domestic Firms
Reid W. Click, George Washington University
Paul Harrison, Brandeis University

Antecedents and Consequences of Foreign Market Entry: What Do We Know?
Deepak K Datta, University of Kansas
Pol Herrmann, University of Kansas
Abdul M.A. Rasheed, University of Texas at Arlington

The Use of Expatriates and Its Effect On The Performance of U.S. Multinational Affiliates
Malika Richards, Drexel University

The Impact of the Culture’s Platform Religion on Consumer Behavior in the Global Marketplace
Lois Bitner Olson, United States International University

International Innovation in the Multinational Corporation: A Taxonomy and Review
Ivo Zander, Stockholm School of Economics
Orjan Solvell, Stockholm School of Economics

Intra-Firm Geographical Transfer of Capabilities Obstructed by Perceptions Gaps?
Niklas Arvidsson, Stockholm School of Economics

Research on Corporate Governance: A Comparison of Germany, Japan, and U.S.
Abdul M.A. Rasheed, University of Texas at Arlington
Rolf Buhner, Universitat Passau
Joseph Rosenstein, University of Texas at Arlington
Toru Yoshikawa, Nihon University

Can a Country Leap Frog its Economic Developmental Gap?
New Directions from the ‘Science of Complexity’
Bhatt L. Vadlamani, University of Massachusetts
Debabrata Sen, Harvard Institute of International Development

Toward a Cross-Cultural Validation of a Cultural Orientations Framework (Initial Test on a Costa Rican Sample)
Stephen Calcich, Howard University
Denver D’Rozario, Howard University

Strategic Blocks and Cooperative Behavior
Carlos Garcia-Pont, University of Navarra
Africa Arino, University of Navarra

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Saturday, October 11, 1997
17:00 to 18:30 at the Crowne Plaza

Competitive Session 12:
Knowledge Transfer in Organizations

Date: October 11, 1997  Time: 17:00 - 18:30
Room: Guerrero
Chair: Subhash Jain, University of Connecticut
Discussant: Daniel Van Den Bulcke, University of Antwerp

International Knowledge Transfer in Acquisitions: A Multi-Method Study of Acquired R&D Units
Henrik Bresman, Stockholm School of Economics
Julian Birkinshaw, Stockholm School of Economics

From “Starworks” to Networks and Heterarchies? Theoretical Rationale and Empirical Evidence of HRM Organization in Large Multinational Corporations
Joachim Wolf, University of Hohenheim

Recontextualization & Factory-to-factory Knowledge Transfer from Japan to the US: The Case of Nippon Seiko Kooji
Mary Yoko Brannen, The University of Michigan
Jeffrey K. Liker, The University of Michigan
Mark Fruin, The University of Michigan

Competitive Session 13:
Changing International Business Environments

Date: October 11, 1997  Time: 17:00 - 18:30
Room: Durango
Chair: Alphonso Ogbuehi, Saint Josephs University
Discussant: Francis M. Ulgado, Georgia Institute of Technology

The Role of Economic Freedom in Explaining Global Product Consumption
John B. Ford, Old Dominion University
Kiran W. Karande, Old Dominion University
Bruce M. Seifert, Old Dominion University

Revitalizing Privatized Russian Enterprises
Robert E. Hoskisson, University of Oklahoma
Mike Wright, University of Nottingham
Igor Filatotchev, University of Nottingham
Trevor Buck, University of Nottingham

The Effects of the Uruguay Round: Empirical Evidence from US Industry
Bernard Yeung, University of Michigan
Jack Mutti, Grinnell College
Rachelle Sampson, University of Michigan

Agglomeration Economies, Firm Heterogeneity, and Foreign Direct Investment Location Choice
J. Myles Shaver, New York University
Fredrick Flyer, New York University
Competitive Session 14:
Financial Management and Equity Issues

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

Chair: Raj Aggarwal, John Carol University
Discussant: Harvey Arbelaez, The Pennsylvania State University

Price and Volume Behavior of American Depository Receipts Around the Ex-Dividend Day
Arvind Mahajan, Texas A&M University
Robert A. Weigand, University of South Florida
James Woods, Price Waterhouse LLP

Dynamics of International Investments and Exchange Rate: International Evidence
Jongmoo Jay Choi, Temple University
Bang Jam Jeon, Drexel University

On the Sources of Regional Correlation in the Emerging Equity Markets
Arvind Mahajan, Texas A&M University
David M. Ellis, Texas A&M University
Marilyn Wiley, Florida Atlantic University

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

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

Chair: James D. Goodnow, Bradley University
Discussant: William Newburry, New York University

The Governance, Legality, and Interdependence of Firms in Transitional Economies: The Bulgarian Experience.
Ivan M. Manev, University of Maine
Tatiana S. Manolova, Boston University
Aimin Yan, Boston University

Transitional Management and Marketing Development in Belarus
Richard Alan Kustin, Mercer University

Strategic Reorientation in the Central European Banking Industry
Laszlo Tihanyi, California State University-Fullerton
W. Harvey Hegarty, Indiana University

Cross-Cultural Study of Consumer Life Style and Ethnocentrism: Emerging Economies Contrasted
Erdener Kaynak, Pennsylvania State University at Harrisburg
Ali Kara, Pennsylvania State University at York

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

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

Panel Members:
Yongsun Paik (Chair), Loyola Marymount University
Mary Teagarden, Thunderbird, American Graduate School of Management
Young M. Kwon, Samsung Electro-Mecanico Mexicana, S.A.
Representative, Video Tec, (affiliate of Sony), Mexico

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

Forum Session 13:
Evolutionary Process of Multinationalization and Performance

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

Chair: Fariborz Ghadar, The Pennsylvania State University

The Impact of Economic Integration on the Location and Mode of Entry of Multinational Enterprises
Satish Jayachandran, Texas A&M University

Learning From Initial Entries and its Impact on Ownership Choice of Subsequent Entries: the Case of Japanese Manufacturing Subsidiaries in the United States
Ming Zeng, University of Illinois at Urbana-Champaign
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

Does Multinationality Affect Performance? New Evidence From US Manufacturing Firms
Lorraine Eden, Texas A&M University
Kingsley Olibe, Texas A&M University

Longitudinal Patterns in the Characteristics of Japanese Subsidiaries in Canada
Andrew Delios, University of Western Ontario
Prescott C. Ensign, University of Western Ontario

Evaluating the Incremental Model of Firm Internationalization: Literature Review & Findings from Honda Motor Co
Joseph L.C. Cheng, University of Illinois
Jay Rhee, Ohio State University
Balaji V. Rajan, University of Illinois
Masahiro Okada, Ohio State University
Forum Session 14:
Implications of Free Trade Areas in North America and Latin America

Date: October 12, 1997  Time: 8:00 - 9:45
Room: Veracruz
Chair: Christine P. Ries, Georgia Institute of Technology

Using a Macroeconomic Behavioral Simulation to Meet the Internationalization Goals of the College of Business
Michael Truscott, University of Tampa
Hemant Rustogi, University of Tampa
Corinne Young, University of Tampa

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

Shocks and Responses: Canadian and Mexican Auto Parts Suppliers Adjust to Free Trade and Lean Production
Maureen Molot, Carleton University
Lorraine Eden, Texas A&M
Kaye Husbands, Williams College

An Analysis of the Economic Impact of the North American Free Trade Agreement on the Florida Tomato Industry
Daniel J. Borgia, University of South Florida at Ft. Myers
Scott Michael Humanek, University of South Florida at Ft. Myers

Canada-Chile Free Trade Agreement: Trade and Investment Issues
Terry Wu, University of Regina

Forum Session 15:
Export Management and International Retailing

Date: October 12, 1997  Time: 8:00 - 9:45
Room: Durango
Chair: Sanjeev Agarwal, Iowa State University

The Impact of State Appropriations on Exports: An Empirical Analysis
Timothy J. Wilkinson, Boise State University
Lance Eliot Brouthers, University of Texas at San Antonio

Problematic Areas Within the Export Pricing Process
Matthew B. Myers, University of Oklahoma

“Marketing” Export Marketing: An Alternative Approach to Trade Promotion Assistance
Attila Yaprak, Wayne State University
Hugh M. Cannon, Wayne State University
Markus Muth, Wayne State University
Sung-Joon Yoon, Kyonggi University

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

Date: October 12, 1997  Time: 8:00 - 9:45
Room: Jalisco
Provocator: Donald R. Lessard, Massachusetts Institute of Technology

Commentators:
Jeffrey S. Arpan, University of South Carolina
José de la Torre, University of California - Los Angeles
Masaaki “Mike” Kotabe, The University of Texas at Austin
Thomas L. Brewer, Georgetown University

Global Retailing: Differences between International and Domestic Retailers and Implications for Growth
Ramdas Chandra, New York University
Naomi Gardberg, New York University

Charles Dhanaraj, University of Western Ontario
Paul W. Beamish, University of Western Ontario
Panel Session 12:
Thinking Wheels Turn on the Road to Relevance: Strategy and Culture

Date: October 12, 1997    Time: 8:00 - 9:45
Room: Nuevo Leon III
Panel Members:
- Monisha Das (Panel Proponent), The College of New Jersey
- Nakiye Boyacigiller (Co-Chair), San Jose State University
- George S. Yip (Co-Chair), University of California at L.A.
- Harry G. Barkema, Tilburg University
- Harvey Arbelaez, Pennsylvania State University
- Richard H. Franke, Loyola Colleg of Maryland
- Margaret E. Phillips (Discussant), Pepperdine University
- Gopal Iyer (Discussant), City University of New York

Sunday, October 12, 1997
10:00 to 11:30 at the Crowne Plaza

Competitive Session 16:
International Expansion and Technology Acquisition

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Jalisco
Chair: Matthew B. Myers, Michigan State University
Discussant: Shirley J. Daniel, University of Hawaii

International Technology Transfer Follows Global Strategy: A Case Analysis of Ten US High-Tech Firms in China and Southeast Asia
- Rongxin Chen, University of San Francisco
- Mark V. Cannice, University of San Francisco

International Expansion Through Start-Up or Through Acquisition: A Learning Perspective
- Harry G. Barkema, Tilburg University
- Freek Vermeulen, Tilburg University

Technology Acquisition Choices by State-Owned Enterprises in Transition Economies
- R. Steven White, Kobe University

Competitive Session 17:
Joint Ventures and Performance Implications

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Guerrero
Chair: Andrew Inkpen, Thunderbird
Discussant: Daniel Van Den Bulcke, University of Antwerp

International Joint Venture Instability: Collaborative Failure Versus Corporate Flexibility
- Jeffrey Reuer, INSEAD

Evaluating Joint Ventures with Embedded Strategic Options
- Tailan Chi, University of Wisconsin-Milwaukee

Configurations of International Joint Ventures
- Hemant Merchant, Simon Fraser University

Formal Position, Individual Attributes and Network Centrality as Determinants of Influence in a Successful Japanese-German Joint Venture
- Mary Yoko Brannen, The University of Michigan
- Jane E. Salk, Groupe ESSEC

Competitive Session 18:
International Marketing Issues

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Durango
Chair: S. Tamer Cavusgil, Michigan State University
Discussant: Catherine Axinn, Ohio State University

Exporting Education, Development and Performance
- Saeed Samiee, The University of Tulsa
- Peter Walters, The Hong Kong Polytechnic University in Kowloon

Methodological Considerations in Cross-Cultural Research: A Discussion of the Translation Issue
- Mahesh Rajan, University of Western Australia
- John L. Graham, University of California

Understanding the Multinational Diffusion of Innovations: Implications for International Market Entry Decisions
- Jaishankar Ganesh, University of Central Florida
- V. Kumar, University of Houston

Industrial Supplier Choice Criteria in Public and Private Sector Organizations in Developing Countries: A Comparative Study
- C.P. Rao, Old Dominion University
- Kiran W. Karande, Old Dominion University
- Mahesh N. Shandarmahesh, Old Dominion University
1997 Program

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

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Veracruz
Chair:  Lee H. Radebaugh, Brigham Young University
Discussant:  Jacque Laurent, Tufts University
Discussant:  Lee H. Radebaugh, Brigham Young University
Discussant:  Jacque Laurent, Tufts University

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

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

An Examination of United States FDI into Mexico and Its Relation to the North American Free Trade Agreement: Towards a Balanced Understanding the Effects of Environmental Regulation and the Factor Endowments that Affects the Location Decision
Prescott C. Ensign, University of Western Ontario
Elizabeth Cole, Ken State University

Strategic And Organizational Responses of Mexican Managers To Environmental Uncertainty
Len J. Trevino, Fisher Graduate School of International Management
Jeffrey L. Kerr, The University of Miami

Competitive Session 20:
Environment and Organization

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Sonora
Chair:  Yongsun Paik, Loyola Marymount University
Discussant:  Michel Ghertman, Groupe HEC

Economics or Culture? Exploring the Environmental Determinants of Entrepreneurial Supply
Stephen L. Mueller, Florida International University
Anisya S. Thomas, Florida International University

The Economics and Ethics of the Knowledge Intensive Multinational Corporation
Norman Bowie, University of Minnesota
Paul Vaaler, Tufts University

International Strategies, Organizational Structures and Information Architectures: Toward Organizational Gestalts
Ananda Mukherji, The University of Memphis
Ben L. Kedia, The University of Memphis

Multinational Enterprises and Globalization of Production: Empirical Determinants of Export-Orientiation of Overseas Affiliates
Nagesh Kumar, The United Nations University

Competitive Session 21:
Sourcing Issues

Date: October 12, 1997    Time: 10:00 - 11:30
Room: Nuevo Leon III
Chair:  Richard Wright, McGill University
Discussant:  Preet S. Aulakh, Michigan State University

The Recreation of Buyer-Supplier Links by Japanese Auto Parts Suppliers in North America: Beyond Domestic Relationships
Balaji V. Rajan, University of Illinois at Urbana-Champaign
Soonkyoo Choe, University of Illinois at Urbana-Champaign
Thomas Roehl, University of Illinois at Urbana-Champaign

Performance Effects of Adopting Global Strategies in the World Auto Components Industry
Karl Moore, Oxford University
Alan Lau, Exeter College

When Is Original Equipment Manufacture The Most Efficient Way To Source Foreign-Made Products?
Shih-Fen Chen, Kansas State University
Jean-Francois Hennart, University of Illinois at Urbana-Champaign

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

Members’ Meeting

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

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

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

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

Applications or nominations should be submitted no later than November 1, 1997 to:
Chair, Search Committee for Lynn Chair, College of Business, Florida Atlantic, Boca Raton, Florida 33431
561-367-3630  FAX: 561-367-3686  E-MAIL: coates@acc.fau.edu
FAU is an EEO Employer and encourages applications from minorities and women.
Blackwell Ad Negative this page!!!!!!
Governments, firms, and institutions confront historic challenges arising from the breathtaking changes in the world polity and economy over the past decade. The French government collapses due to globalization; Deutsche Bank announces itself open to restructuring and Volkswagen questions aspects of German labor institutions; Japanese firms introduce equity-linked incentives; a South African firm bids on the acquisition of a Brazilian company; Indian enterprise pleads for regulation over foreign joint venture practices.

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

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

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

For purposes of reviewing, papers will be categorized into five tracks:
- Marketing, Strategy, and Operations
- Economics, Finance, and Accounting
- Organizational Sociology and Political Science
- Organizational Behavior and Human Resource Management
- Business History

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

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

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

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

Send the whole package to the address shown at left.