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

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

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

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

Sponsors

Aims of the Conference
- To encourage the exploration of emerging research ideas in an innovative environment, free from the constraints of traditional conference formats
- To facilitate open discourse
- To legitimize the exploration of new research domains
- To redirect or shut down outmoded themes
- To build a community of international research scholars across both the social sciences and the functional areas of international business
- To present cutting-edge articles in the annual Palgrave Macmillan IB book series
THURSDAY, SEPTEMBER 16, 2004

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

FRIDAY, SEPTEMBER 17, 2004

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

How National Corporate Governance Systems Affect Global Integration
Ruth V. Aguilera, University of Illinois
George S. Yip, London Business School

Reflections on International Business and Status of Its Research
Seyda Deligonul, St. John Fisher College

Value Creation in International Electronic Markets: A Conceptual Framework
Saeed Samiee, University of Tulsa
Peter G.P. Walters, Hong Kong Polytechnic University
Leslie Yip, Hong Kong Polytechnic University

Parallel Session: Modes of Entry, Room A169
Chair: Joe Cheng, University of Illinois

Collaborative Entrepreneurship in the International Arena
Charles C. Snow, Penn State University
David J. Ketchen, Jr., Florida State University

From Modes of Entry to Foreign Market Configuration
Bent Petersen, Copenhagen Business School
Gabriel R. G. Benito, Copenhagen Business School
Lawrence S. Welch, Mt Eliza Business School

A Choice Theoretic Examination of FDI
Timothy Devinney, Australian Grad School of Management
Peter J. Buckley, University of Leeds
Jordan J. Louviere, University of Technology

Noon – 1:45 pm
Lunch, Henry Center Atrium
2:00 pm – 3:45  Plenary Session: Empirical IB Research Strategies, Room A170
Chair: Ben Kedia, University of Memphis

Experimentation and Other Approaches Appropriate to Capturing Causality in IB Research
Timothy Devinney, Australian Grad School of Management

The Method of Comparative Industry Evolution Studies
J. Peter Murmann, Northwestern University

Does IB Research Need Unique Methodologies?
Bernard Yeung, New York University

3:45 pm – 4:15 pm  Break, Henry Center Atrium

4:15 pm – 6:00 pm  Parallel Session: Strategic Fit as a Focus in IB Research, Room A170
Chair: George Yip, London Business School

An Overview of Strategic Fit Research in IB
Omar N. Toulan, McGill University

Strategic Fit via Interactive Analysis
Bryan A. Lukas, University of Melbourne

Strategic Fit via Polynomial Analysis
Matthew B. Myers, University of Tennessee
David Griffith, Michigan State University

Strategic Fit via Profile Deviation Analysis
Neil A. Morgan, University of North Carolina

Parallel Session: Cross-Country Studies, Room A169
Chair: David Earwicker, San Diego State University

EURO-COB(S) – Developing a Scale to Identify and Measure “Europeanness”
Elfriede Penz, Vienna University of E&BA
Barbara Stöttinger, Vienna University of E&BA
Animosity Across Nations: Conceptualization, Formation and Impacts in International Joint Ventures
David K. Tse, Hong Kong University
Bennett C. K. Yim, Hong Kong University
Flora F. Gu, Hong Kong University

An Investigation of Three Strategies for Overcoming Negative Country of Origin Stereotypes
Lance Brouthers, University of Texas, El Paso
John Story, University of Texas, San Antonio

6:30 pm – 8:00 pm   Dinner, Henry Center – Room B106/B107

SATURDAY, SEPTEMBER 18, 2004

7:00 am – 7:45 am   Breakfast, Henry Center Atrium

8:00 am – 9:45 am   Plenary Session: Striving for a Competitive Edge in IB, Room A170
Chair: Attila Yaprak, Wayne State University

A Framework for the Study of the Integrated MNC
S. Tamer Cavusgil, Michigan State University
G. Tomas M. Hult, Michigan State University
Seyda Deligonul, St. John Fisher College

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

The Role of Culture in IB Research
Daphna Oyserman, University of Michigan

9:45 am – 10:15 am   Break, Henry Center Atrium

10:15 am – Noon   Parallel Session: Issues in IB Research, Room A170
Chair: David Griffith, Michigan State University

Achieving Measurement Equivalence in IB Research
Shaoming Zou, University of Missouri
Bringing Cases Back In: Qualitative Research in IB
Lorraine Eden, Texas A&M University
Charles F. Hermann, Texas A&M University
Dan Li, Texas A&M University

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

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

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

Knowledge Governance in MNCs
Torben Pedersen, Copenhagen Business School

Strategic International Retail Expansion
Brenda Sternquist, Michigan State University

Noon – 1:45 pm
Lunch, Henry Center Atrium

2:00 pm – 3:45 pm
Parallel Session: Value Issues in IB Research, Room A170
Chair: Shirley Daniel, University of Hawaii

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

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

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

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Parallel Session: Knowledge in International Markets, Room A169
Chair: Stephen Tallman, University of Utah

The Organizational Challenge: Transfer Capabilities and the Effectiveness of Knowledge Flows
Bjorn Ambos, Edinburgh University

Knowledge Sharing and Multinational Strategy: Some Research Directions
Xavier Martin, Tilburg University

Innovation and Learning in Multinational Firms
Anupama Phene, University of Utah

3:45 pm – 4:15 pm Break, Henry Center Atrium

4:15 pm – 6:00 pm Plenary Session: Institutions – The Neglected Variable in IB Research, Room A170
Chair: Donald Lessard, MIT

Left at the Altar: An Institutional Analysis of Global Merger and Acquisition Announcements in the 1990s
Ruth V. Aguilera, University of Illinois

Dynamics of National Institutional Configurations: Implications for Country, Industry, and Firm Adaptation
Michael Witt, INSEAD
Arie Lewin, Duke University

Advancing IB Research on Business and Society: Politics, Corruption and Corporate Social Responsibility
Peter Rodriguez, University of Virginia

6:30 pm – 8:00 pm Dinner, Henry Center Atrium
SUNDAY, SEPTEMBER 19, 2004

7:00 am – 8:30 am  Breakfast, Henry Center Atrium

9:00 am – 11:00 am  Plenary Session: Emerging Frontiers in IB Research, Room A170
Facilitators: Alan M. Rugman, Indiana University
Attila Yaprak, Wayne State University
Peter J. Buckley, Leeds University
S. Tamer Cavusgil, Michigan State University
Will Mitchell, Duke University
Arie Y. Lewin, Duke University

11:00 am – 11:30 am  Concluding Remarks, Room A170
Arie Y. Lewin, Duke University
S. Tamer Cavusgil, Michigan State University
G. Tomas M. Hult, Michigan State University

11:30 am – 1:00 pm  Lunch, Henry Center Atrium
(Box Lunch Available To-Go)