

Vienna

PROGRAM

1998 ANNUAL MEETING
ACADEMY OF INTERNATIONAL BUSINESS
OCTOBER 7-10, 1998
VIENNA HILTON • VIENNA, AUSTRIA

*Transformation of Global Firms and
the Global Economy*

Hosted by Wirtschaftsuniversität Wien (WU-Wien)



The 39th Annual Meeting
of the Academy of International Business
in conjunction with the
Wirtschaftsuniversität Wien 100th Anniversary

“Transformation of Global Firms and the Global Economy”
October 7–11, 1998
Vienna, Austria

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Welcome to the 39th Annual Meeting of the Academy of International Business. This year, we enjoy the additional honor of joining Wirtschaftsuniversität Wien in celebrating its 100th Anniversary (1898–1998). The 1998 Program Chair Bruce Kogut worked closely with his dedicated staff and track chairs to put together a comprehensive look at "Transformation of Global Firms and the Global Economy." Bodo Schlegelmilch and Arnold Schuh at WU-Wien have worked hard to make our meeting in Vienna a first-class event. We thank all the many persons at the University of Pennsylvania, WU-Wien, and the University of Hawaii who have supported the AIB throughout the planning of this event. We thank you for participating in this meeting in the beautiful city of Vienna. We hope that you will bring home fond memories of the experience and a wealth of cutting-edge information on international business. Please do not hesitate to share your insights and ideas for improving the AIB annual meetings. This is your organization and your input is very valuable for us. Have a great time in Vienna!

Academy Acknowledgements:

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Schedule Summary

WEDNESDAY, OCTOBER 7, 1998

Chapter Chairs Breakfast Meeting

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

AIB Board Meeting

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

Doctoral Consortium (*Light Snack*)

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

Junior Faculty Consortium (*Light Snack*)

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

Theme Chairs' Meeting

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

THURSDAY, OCTOBER 8, 1998

Opening Plenary

Transformation of Global Firms and the Global Economy
Time: 8:30 - 10:00 am Room: Ballroom Sec. II

Competitive Session T11-Globalization

Globalization, Networks, or National Dyads
Time: 10:15 - 11:40 am Room: Metternich

Competitive Session T12-Opportunities and Crises for Firms in Transition

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

Competitive Session T13-The Rumble: Knowledge Versus Internalization Views

Creating and Sharing Knowledge
Time: 10:15 - 11:40 am Room: Talleyrand

Panel Session T1P-Globalization and Space: The Long View

From American Investment in Britain and Sovereignty at Bay to the Global Economy
Time: 10:15 - 11:40 am Room: Ballroom Sec. I

Members' Meeting (*Light Snack*)

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

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

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

Panel Session T2P1-Globalization

Transformation of a Global Corporation: The Case of Daewoo Motor Company
Time: 1:30 - 3:00 pm Room: Metternich

Panel Session T2P2-Opportunities and Crises for Firms in Transition

Strategies and Challenges of Traditional Latin American Firms in Response to Globalization
Time: 1:30 - 3:00 pm Room: Alexander

Competitive Session T21-The Rumble: Knowledge Versus Internalization Views

Agents of Internalization
Time: 1:30 - 3:00 pm Room: Talleyrand

Competitive Session T22-Globalization and Space in the Long View

Location and FDI
Time: 1:30 - 3:00 pm Room: Ballroom Sec. I

Poster Session II: Recent Research on Asia

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

Competitive Session T31-Globalization

Standardization as Globalization
Time: 3:15 - 4:45 pm Room: Metternich

Competitive Session T32-Opportunities and Crises for Firms in Transition

Hope for the Structurally Depressed
Time: 3:15 - 4:45 pm Room: Alexander

Competitive Session T33-The Rumble: Knowledge Versus Internalization Views

Norms of Cooperation
Time: 3:15 - 4:45 pm Room: Talleyrand

Panel Session T3P-Globalization and Space: The Long View

Going International: New Directions in Distance Learning in International Business
Time: 3:15 - 4:45 pm Room: Ballroom Sec. I

Farmer Dissertation Award Finalist Presentations

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

Village Meeting

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

Closing Plenary:

Kim Woo Choong — Chairman, Daewoo Group
Time: 5:30 - 6:15 pm Room: Ballroom Sec. II

President's Reception

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

FRIDAY, OCTOBER 9, 1998

Opening Plenary

The Transition of Nations and Firms
Time: 8:30 - 10:00 am Room: Ballroom Sec. II

Competitive Session F11-Globalization: Firm and Industry Studies

Bytes of Space
Time: 10:15 - 11:45 am Room: Metternich

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

Business Groups and Hamlet
Time: 10:15 - 11:45 am Room: Alexander

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

Globalization From the Perspective of Austrian Firms
Time: 10:15 - 11:45 am Room: Talleyrand

Competitive Session F13-Transition and Transformation

People and Strategies in Transition
Time: 10:15 - 11:45 am Room: Lehar

Panel Session F1P2-Culture and Consequences
Knowledge across Borders in Transformation: Perspectives on the Dynamics of Knowledge Sharing among Firms, Teams and Individuals in Multinational Contexts
Time: 10:15 - 11:45 am **Room:** Millocker

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

Competitive Session F21-Globalization: Firm and Industry Studies
Firms and Industries that Globalize
Time: 2:00 - 3:25 pm **Room:** Metternich

Panel Session F2P-Transition and Globalization: Implications for the Diversified Firm
Policy Shocks and Restructuring Patterns in Emerging Markets
Time: 2:00 -3:25 pm **Room:** Alexander

Competitive Session F22-The Fundamentals: Trade, Entry and Distribution
Exchange Rates and Entry
Time: 2:00 - 3:25 pm **Room:** Talleyrand

Competitive Session F23-Transition and Transformation
Entry, Culture, and Nations
Time: 2:00 - 3:25 pm **Room:** Lehar

Competitive Session F24-Culture and Consequences
Culture and Neurons
Time: 2:00 - 3:25 pm **Room:** Millocker

Competitive Session F31-Globalization: Firm and Industry Studies
Thinking About Globalization Strategies
Time: 3:35 - 5:00 pm **Room:** Metternich

Competitive Session F32-Transition and Globalization: Implications for the Diversified Firm
Diversification Strategy
Time: 3:35 - 5:00 pm **Room:** Alexander

Competitive Session F33-The Fundamentals: Trade, Entry and Distribution
Franchising and Distribution
Time: 3:35 - 5:00 pm **Room:** Talleyrand

Competitive Session F34-Transition and Transformation
Competitiveness of Asia: Countries and Managers
Time: 3:35 - 5:00 pm **Room:** Lehar

Competitive Session F35-Culture and Consequences
Whose Values?
Time: 3:35 - 5:00 pm **Room:** Millocker

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

Closing Plenary: Panel Sponsored By the AIB Fellows in Honor of Geert Hofstede (All are welcome)
Geert Hofstede
Time: 5:45 - 6:30 pm **Room:** Ballroom Sec. II

SATURDAY, OCTOBER 10, 1998

Opening Plenary
Global Transformation Through Global R&D: The Views of R&D Executives
Time: 8:30-10:00 am **Room:** Ballroom Sec. II

Competitive Session S11-What is Performance?
Value Creation and International Expansion
Time: 10:15 - 11:40 am **Room:** Metternich

Panel Session S1P1-Permeable Borders
Locational Factors and the Transformation of Global Value-Added:

A Discussion and Debate
Time: 10:15 - 11:40 am **Room:** Alexander

Panel Session S1P2-National and Transnational Systems
National Capitalism and National Governments in the Global Economy
Time: 10:15 - 11:40 am **Room:** Talleyrand

Competitive Session S12-Networks, Knowledge and Trust
Knowledge Acquisition
Time: 10:15 - 11:40 am **Room:** Ballroom Sec. I

Competitive Session S13-Capabilities, Knowledge and Statistical Modelling in Strategy Research
Capabilities and Architects
Time: 10:15 - 11:40 am **Room:** Ballroom Sec. II

Poster Session III: Regions, Industries And Global Competition
Time: 11:50 am - 1:10 pm **Room:** Ballroom Sec. III

JIBS Decade Award Panel
(Light Snack)
Time: 12:15 - 1:15 pm **Room:** Alexander

Competitive Session S21-What is Performance?
The Concept of Performance
Time: 1:15 - 2:40 pm **Room:** Metternich

Competitive Session S22-Permeable Borders
Technology, Location and Leaky Ideas
Time: 1:15 - 2:40 pm **Room:** Alexander

Competitive Session S23-National and Transnational Systems
Systems That Should Change
Time: 1:15 - 2:40 pm **Room:** Talleyrand

Panel S2P-Networks, Knowledge, and Trust
Context, Contextualization and the Transformation of Global Firms
Time: 1:15 - 2:40 pm **Room:** Ballroom Sec. I

Competitive Session S24-Capabilities, Knowledge and Statistical Modelling in Strategy Research
Do Joint Ventures as Knowledge Create Value?
Time: 1:15 - 2:40 pm **Room:** Ballroom Sec. II

Competitive Session S31-What is Performance?
Top Companies and their Performance
Time: 2:50 - 4:15 pm **Room:** Metternich

Competitive Session S32-Permeable Borders
Productivity and Coordination of R&D
Time: 2:50 - 4:15 pm **Room:** Alexander

Panel S3P-National and Transnational Systems
European Monetary Union Through Five Glasses, Darkly
Time: 2:50 - 4:15 pm **Room:** Talleyrand

Competitive Session S33-Networks, Knowledge and Trust
Networks and Regions
Time: 2:50 - 4:15 pm **Room:** Ballroom Sec. I

Competitive Session S34-Capabilities, Knowledge and Statistical Modelling in Strategy Research
I've Got a Latent Hammer: Structural Equation Modelling
Time: 2:50 - 4:15 pm **Room:** Ballroom Sec. II

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

Closing Plenary
Transformation of Global Companies
Time: 5:00 - 6:00 pm **Room:** Ballroom Sec. II

Viennese Dance Party Hosted by WU-Wien and the City of Vienna
Time: 8:00 - 11:00 pm **Location:** City Hall

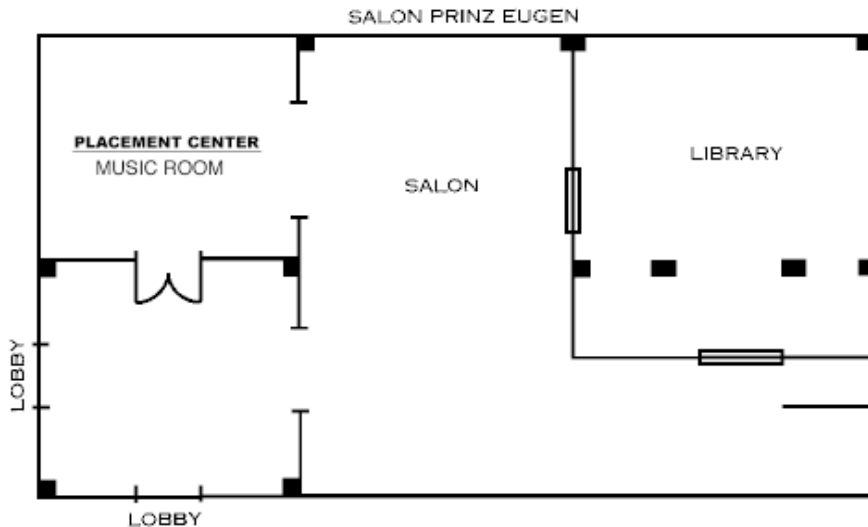
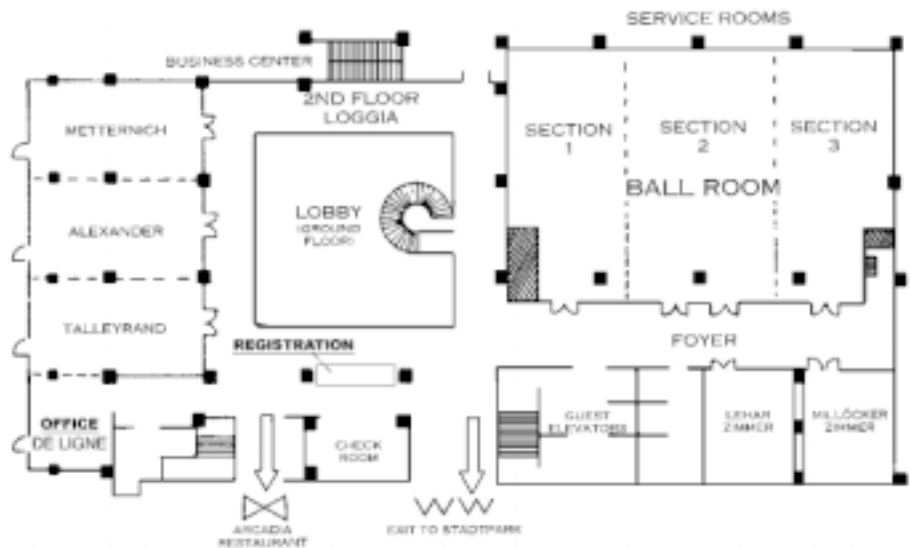
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WIRTSCHAFTS UNIVERSITÄT WIEN

In 1998, the Wirtschaftsuniversität Wien (WU-Wien) will celebrate its 100th anniversary, and the AIB conference is planned as one of the highlights of the university's activities in this year. With some 22,000 students, the WU-Wien is Western Europe's largest University specializing in Business and Economics. It offers a full range of undergraduate, graduate and Ph.D. programs. Together with the world's leading business universities, such as UC-Berkeley, Chicago, HEC, Bocconi, Cologne and Melbourne, the WU-Wien is a member of PIM (Program of International Management) and CEMS (Community of European Management Schools). Altogether, the WU-Wien has some 90 partner universities located all over the world. Approximately 40% of all WU-graduates take the opportunity to study abroad. In exchange, the same number of foreign students spend one or two semesters at the WU-Wien.

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HOST CITY



Vienna
AUSTRIA

Vienna, with its 1.8 million metro area inhabitants, is the Austrian capital. It is situated in the east of the country, about forty miles from the borders with Hungary and Slovakia. Over the centuries, Vienna has gained the reputation as a melting pot of Central European nations and as a bridge between East and West. Once the center of the former Habsburg empire, Vienna of today combines the cultural heritage of the past and the business oriented life-style of a growing industrial and commercial city located in the heart of Europe. Since the fall of the "Iron Curtain" in 1989, many international companies have chosen Vienna as starting point for their ventures into East Central Europe, including IBM, Philips, Siemens, General Motors and Siemens. One of the three United Nations' world headquarters and OPEC are also located in Vienna.

Vienna

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