PROGRAM

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ACADEMY OF INTERNATIONAL BUSINESS
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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 - 10:30 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

THURSDAY, 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

Closing Plenary:
Kim Woo Choong — Chairman, Daewoo Group
Time: 5:30 - 6:15 pm
Room: Full Ballroom
Meeting Site Information

CONFERENCE HOTEL

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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.

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.