

PROGRAM

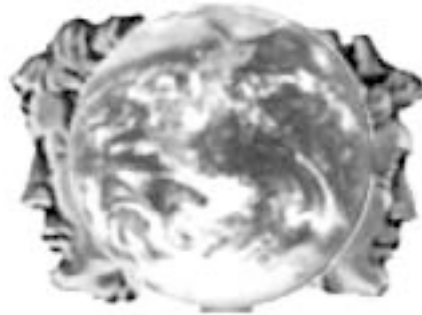
ACADEMY OF INTERNATIONAL BUSINESS

1999 ANNUAL MEETING

NOVEMBER 20-23, 1999

CHARLESTON PLACE • CHARLESTON, SOUTH CAROLINA

THE JANUS FACE OF GLOBALIZATION



Hosted by The Darla Moore School of Business, University of South Carolina

**The 41st Annual Meeting
of the Academy of International Business**

**The Janus Face of Globalization
November 20-23, 1999
Charleston, South Carolina**

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1999 ANNUAL MEETING PROGRAM

Table of Contents

| | |
|-------------------------------------|-------|
| Executive Board | 4 |
| Program Chair's Message | 5 |
| Acknowledgments | 6 |
| Greetings from South Carolina | 7-8 |
| Program Committee | 9-10 |
| Meeting Site Information | 11 |
| Program Overview | 12-13 |
| Program | 14-34 |
| Caucus Session Info | 34 |
| JIBS Call for Papers | 35 |
| Advertisements | 36-40 |
| Institutional Members | 40 |
| AIB 2000 Call for Papers | 41-43 |
| Index | 44-46 |

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We welcome you to the 41st Annual Meeting of the Academy of International Business. This year, we enjoy the beautiful city of Charleston and the fabulous venue of the Charleston Place hotel. The 1999 Program Chair Stefanie Lenway, University of Minnesota, has worked closely with her dedicated staff, Larry Katzenstein and Karen Leigh, and track chairs, Peter Smith Ring, Tina Dacin, Nakiye Boyacigiller, Mary Yoko Brannen, Bernard Yeung, Mike Houston, Bodo Schlegelmich, and Steen Thomsen, to put together a comprehensive look at *The Janus Face of Globalization*. Jeff Arpan, Kelly Durkan Bean, Tina Poindexter, and Amy Lantz at the University of South Carolina's Darla Moore School of Business have worked hard to make our meeting in Charleston a memorable event. We thank all those at the University of Minnesota, the University of South Carolina, and the University of Hawai'i who have supported the AIB throughout the planning of this event.

We especially thank you for participating in this meeting in the historical city of Charleston. We hope that you will take home fond memories of the experience and a wealth of cutting-edge information on globalization. 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 to us.

Have a great time in Charleston!

Message from the Program Staff...

Greetings from HQ in Minneapolis. The AIB 1999 program staff: Program Chair Stefanie Lenway, Program Coordinator Larry Katzenstein, and Program Administrator Karen Leigh all welcome you to the last Academy of International Business meeting of the millennium. With the high quality and tremendous variety of this year's submissions, we have been able to put together a dynamic and intellectually challenging program. We look forward to greeting you all personally in Charleston.



To help you get oriented, we would like to point out some of the highlights of the program.

For the plenary sessions, as in previous years, we are very fortunate to have some senior scholars in international business and top managers of some of the major U.S. MNCs who are eager to share their perspectives on the changing nature of global business. On **Saturday afternoon**, the AIB Fellows will recognize the work of Richard Caves in a panel that will focus on Caves' contribution to International Management research. On **Sunday morning**, the opening plenary of the conference includes Yves Doz, Lorraine Eden, Steven Kobrin, and John Stopford. They will each offer some provocative comments on the conference theme and identify some issues for us to reflect on during the remainder of our time together in Charleston.

During the **Sunday evening** plenary we will celebrate the many contributions and achievements of one of the pioneering scholars in International Business, Ray Vernon (1913-1999). Working together with Ray Vernon, we organized a panel that has as its focus the themes raised in his new book, *In the Hurricane's Eye*. We are very saddened that he will not be with us. Although we cannot make up for his absence, we will reflect on the many ways in which his work has influenced our research and teaching of international business today.

Monday morning, C.K. Prahalad will offer his thoughts on the future of global business. Ron Mitsch, the former Vice-Chairman and Executive Vice President of 3M will join him. Dr. Mitsch played an instrumental role in 3M's global expansion. **Monday evening**, we return again to consider the dark side of globalization with a session organized by AIB's president, Jose de la Torre, which will include talks by Dave Korten, Moises Naim, and David Maybury-Lewis. These speakers will challenge some of our notions of globalization from an economic, political and anthropological perspective. The final plenary session on **Tuesday morning** has been organized by Mahmood A. Zaidi from the University of Minnesota and will feature Ernest S. Micek, Chairman of Cargill, Ronald O. Baukol, Executive Vice President for International Operations, 3M, Marilyn Carlson, Chairman and CEO of the Carlson Companies, and Art Collin, President of Medronics, Inc. The concluding conference activity on **Tuesday afternoon** will be a Southern plantation event including Southern music, dancing, and a "lowcountry" style luncheon, at the Boone Hall Plantation hosted by the University of South Carolina, which is not to be missed.

In addition to the plenary sessions, there will be competitive paper sessions, workshop sessions, poster sessions, and symposia. The competitive paper sessions address some of the cutting edge issues in international business research. In the workshop sessions the discussions will be more interactive and focus on how to deal with obstacles that plague all of us before we conveniently forget all of the hard work that went into a finished piece of research. The poster sessions provide us all with an opportunity to individually interact with AIB colleagues who are defining the next generation of international business research. The papers will be grouped by themes so that the presenters will also have a chance to meet colleagues pursuing research on related topics. Both poster sessions will be catered to encourage good conversation. Symposia on special topics are scheduled throughout the conference. After the awards banquet on **Monday afternoon**, we have scheduled a "symposia fest," which consists of eight concurrent symposia from which to choose on topics which range from the new UNCTAD World Investment Report to Reforming the International Financial Architecture to Perspectives on NAFTA after Five Years.

We could not have put this program together without lots of outside help. We would first like to thank the Carlson School of Management of the University of Minnesota for their financial support for the program. We would also like to especially thank the track chairs for their help with the review process and with putting together the program. The AIB-1999 track chairs include Peter Smith Ring, Tina Dacin, Nakiye Boyacigiller, Mary Yoko Brannen, Bernard Yeung, Mike Houston, Bodo B. Schlegelmilch, and Steen Thomsen.

Finally, we would like to thank our gracious hosts from the University of South Carolina.

We hope that you will share in our excitement about AIB-1999.

Welcome to Charleston!

Stefanie, Larry, and Karen
Carlson School of Management
University of Minnesota

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Acknowledgments

Program

Program Chair Stefanie Lenway, University of Minnesota
Program Coordinator Larry Katzenstein, University of Minnesota
Program Administrator Karen Leigh, University of Minnesota

Charleston Arrangements

Host School University of South Carolina
Local Chair Jeffrey S. Arpan, University of South Carolina
Organizing Committee Kelly Durkan Bean, University of South Carolina
Tina Poindexter, University of South Carolina
Amy Lantz, University of South Carolina

Track Chairs

Strategy and International Political Economy Peter Smith Ring, Loyola Marymount University
Macro Organization Tina Dacin, Texas A&M
Micro Organization and Culture Nakiye Boyacigiller, San Jose State University
Mary Yoko Brannen, San Jose State University
Finance, Economics, and Accounting Bernard Yeung, New York University
Marketing Mike Houston, University of Minnesota
Bodo Schlegelmich, Vienna University
Business History Steen Thomsen, The Aarhus School of Business

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Doctoral Consortium

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Raj Aggarwal, John Carroll University
Nakiye Boyacigiller, San Jose State University

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State of South Carolina

Office of the Governor

JIM HODGES
GOVERNOR

POST OFFICE BOX 11829
COLUMBIA 29211

GREETINGS

On behalf of the State of South Carolina, I am pleased to extend a warm welcome to each of you as you gather for the 41st annual meeting of the Academy of International Business.

With more than 600 faculty from around the world, this year's meeting promises to be a unique learning experience for each participant. As the leading association of scholars and specialists in the field of international business, the Academy of International Business fosters education and advances professional standards by facilitating the exchange of information and ideas among people in academic, business, and government professions. Encouraging activities that advance knowledge in international business increases the available body of teaching material and helps to ensure that young people have the skills necessary to compete for jobs in the global marketplace. All South Carolinians join me in thanking you for your many contributions to the future success of our nation's young people.

I would like to invite those of you who are visiting with us for the first time to explore the many historical, cultural and recreational opportunities that the Palmetto State has to offer. Charleston is one of the truly great cities of the South and has contributed immeasurably to the rich heritage of our state and nation. I hope you have an opportunity to enjoy Charleston's wide variety of fine cuisine, highly rated golf courses, and sandy beaches. Once you've experienced our distinctively Southern approach to living, I know you will want to take advantage of my standing invitation to visit us again soon.

I offer my warmest wishes for an enjoyable meeting and I hope that you will let me know if I may ever be of assistance to you.

A handwritten signature in cursive script that reads "Jim Hodges".

Jim Hodges



City of Charleston

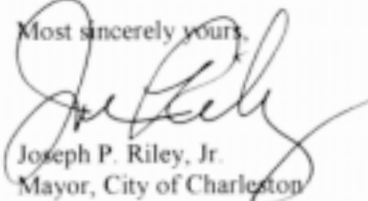
*Joseph P. Riley, Jr.
Mayor*

Dear Members of the Academy of International Business:

On behalf of the citizens of the City of Charleston, I would like to take this opportunity to extend a warm welcome to you on the occasion of the 1999 Annual Meeting of the Academy of International Business. We are pleased and honored that you have chosen Charleston for this important meeting.

Charleston is a special and unique city. Travel & Leisure magazine ranked Charleston as one of the top 25 World's Best Cities. Successful Meetings magazine called Charleston "America's favorite small city ... impeccably intact, with cobblestone streets, gaslit street lamps and antebellum homes. The city also offers chic, modern shops, superior accommodations, fine meeting facilities and some of the best restaurants in the South!" Be assured that Charleston will give you its full support to insure a successful meeting experience. We are extremely proud of our city and hope you will find the time to enjoy its beauty and charm.

My very best wishes for a successful meeting and a wonderful visit to our beautiful city.

Most sincerely yours,

Joseph P. Riley, Jr.
Mayor, City of Charleston

JPR,jr/cb



*P.O. Box 612 Charleston, South Carolina 29402
803-777-6910 Fax 803-780-3577*



UNIVERSITY OF
SOUTH CAROLINA

HEY Y'ALL...

On behalf of the University of South Carolina's Darla Moore School of Business, I extend to you a warm, southern welcome to South Carolina and the 1999 Annual Meeting of the Academy of International Business. We are pleased and honored to be the host institution for this event, and are delighted that you chose to participate in it.

The city of Charleston is truly a special, unique and historic site and we are confident that it will provide a number of memorable experiences for you. And while there are many things you can experience on your own, we encourage you to attend a truly southern cultural event at the historic Boone Hall Plantation this Tuesday afternoon. There will be southern cuisine and beverages, beach music and "shag" dancing, historic spirituals, tours of the plantation home, and other opportunities to observe and experience interesting aspects of the southern culture.

We sincerely hope you will enjoy your visit to Charleston, South Carolina, and the 41st Annual Meeting of the AIB. "Y'all come back, now, hear!"

Jeffrey Arpan, Chairman and
James F. Kane Professor of
International Business

Special thanks to the 1999 Program Committee:

| | | | |
|--|--|---|---|
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| Carolyn B Mueller Ball State University | Mark Ritson University of Minnesota | Jeremiah J. Sullivan University of Washington | Srilata Zaheer University of Minnesota |
| Ananda Mukherji Texas A&M International University | Richard D. Robinson Emeritus, M.I.T. | Marjan Svetlicic University of Ljubljana | Shaker Zahra Georgia State University |
| Janet Y. Murray Cleveland State University | Fernando Robles George Washington University | Asada Takayuki Osaka University | Udo Zander Stockholm School of Economics |
| | Stefan H. Robock Columbia University | Stephen Tallman Cranfield University | |



MEETING SITE INFORMATION

CONFERENCE HOTEL

CHARLESTON PLACE
130 Market Street
Charleston, South Carolina 29401

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Fax: 843-722-6952

E-mail: cpresmgr@orientx.net

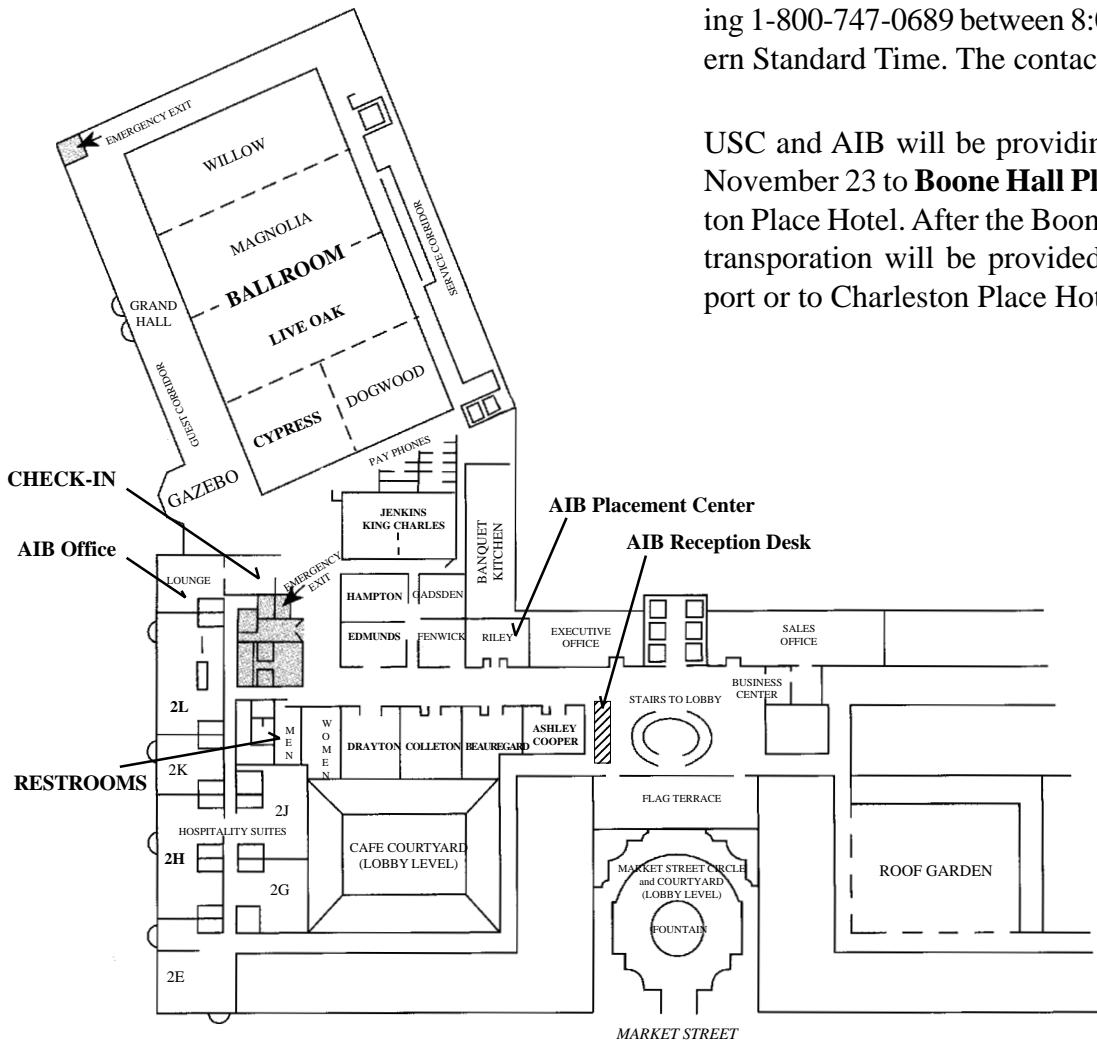
The historic Charleston Place is centrally located between King Street, with its boutiques, restaurants, and "antique row," and the famous City Market, a four-block market area selling crafts, art, and keepsakes. All 440 rooms, the Executive Floor and the Penthouse Suites feature the luxury, service and modern comfort you expect from a world-class hotel.



AIRPORT / HOTEL TRANSPORTATION

"Absolutely Charleston" will be providing transportation from the **airport** to area hotels. The cost is \$10 per person. Please make your reservation in advance by calling 1-800-747-0689 between 8:00 a.m. - 6:00 p.m. Eastern Standard Time. The contact name is "Kitty."

USC and AIB will be providing bus transportation on November 23 to **Boone Hall Plantation** from Charleston Place Hotel. After the Boone Hall Plantation event, transportation will be provided to the Charleston airport or to Charleston Place Hotel.



**MAP of
CONFERENCE
AREA**



1999 PROGRAM OVERVIEW

SATURDAY, NOVEMBER 20

Junior Faculty Consortium

Room: Drayton Time: 10:00 a.m. - 4:00 p.m.

Doctoral Consortium

Room: Colleton Time: 12:00 p.m. - 4:00 p.m.

Pre-conference teaching workshop

Internet Based Teaching Opportunities:
Education for Managing in Emerging Economies
Room: Jenkins King Time: 1:00 p.m. - 2:30 p.m.

Pre-conference teaching workshop

Internet Based Teaching Opportunities:
Experiential Projects and Internet Activities for Global Marketing
Room: Beaugard Time: 3:00 p.m. - 4:30 p.m.

AIB Fellows Panel

Recognition of Richard Caves as Eminent Scholar
Room: Live Oak Time: 5:00 p.m. - 6:00 p.m.

Presidential Reception

Room: Ballroom Time: 6:15 p.m. - 8:00 p.m.

SUNDAY, NOVEMBER 21

Chapter Chairs' Breakfast Meeting

Room: 2L Time: 7:00 a.m. - 8:30 a.m.

1.1.1 - Opening Plenary

The Janus Face of Globalization
Room: Cypress Time: 8:30 a.m. - 10:00 a.m.

1.2.1 - Symposium

Asian Management Systems Coping With Turbulence: Implications
for International Management and Organization Theory
Room: Jenkins King Time: 10:30 a.m. - 12:00 p.m.

1.2.2 - Symposium

Women, International Careers and Global Leadership: Recent
Research Evidence from Across the World
Room: Beaugard Time: 10:30 a.m. - 12:00 p.m.

1.2.3 - Competitive

Change Drivers: Institutional and Technological Innovation in the
MNC
Room: 2-H Time: 10:30 a.m. - 12:00 p.m.

1.2.4 - Competitive

Emerging Market Stock Price Behavior: Contagation, Openness,
IPO, and Accounting Standards
Room: Colleton Time: 10:30 a.m. - 12:00 p.m.

1.2.5 - Workshop

The Causes and Consequences of Effective Joint Ventures
Room: Drayton Time: 10:30 a.m. - 12:00 p.m.

1.2.6 - Workshop

Current Issues in International OB/HRM I
Room: Edmunds Time: 10:30 a.m. - 12:00 p.m.

1.2.7 - Workshop

Social Networks, Multinational Teams, and Learning
Room: Hampton Time: 10:30 a.m. - 12:00 p.m.

1.2.8 - Symposium

Decision-Making Frameworks for International Strategic Marketing
Management
Room: Ashley Cooper Time: 10:30 a.m. - 12:00 p.m.

Posters with light lunch

New Frontiers in International Business Research
Room: Live Oak Time: 12:00 p.m. - 1:30 p.m.

1.3.1 - Symposium

Exploring the Janus Nature of Integration and Responsiveness
Room: Jenkins King Time: 1:00 p.m. - 2:30 p.m.

1.3.2 - Competitive

Country Specific Capabilities: The Impact of Embeddedness on
Firm Performance
Room: 2-L Time: 1:00 p.m. - 2:30 p.m.

1.3.3 - Competitive

The Role of Social Capital in MNC Management
Room: 2-H Time: 1:00 p.m. - 2:30 p.m.

1.3.4 - Symposium

Welcome to Euroland
Room: Colleton Time: 1:00 p.m. - 2:30 p.m.

1.3.5 - Competitive

Is Globalization For Real?
Room: Drayton Time: 1:00 p.m. - 2:30 p.m.

1.3.6 - Workshop

Firm Transformation in Emerging Markets
Room: Hampton Time: 1:00 p.m. - 2:30 p.m.

1.3.7 - Workshop

Managing R&D Across National Innovation Systems
Room: Edmunds Time: 1:00 p.m. - 2:30 p.m.

1.3.8 - Symposium

Global Business and World Politics: The Rise and Development of
International Telegraphy in the Far East Since the 1870s
Room: Ashley Cooper Time: 1:00 p.m. - 2:30 p.m.

1.4.1 - Symposium

Regionalism, Globalization and MNE-State Relations: New Views
From IB and IPE
Room: Jenkins King Time: 3:00 p.m. - 4:30 p.m.

1.4.2 - Symposium

Coping with Globalization: Bridging Theory and Practice with
Collaboration
Room: 2-L Time: 3:00 p.m. - 4:30 p.m.

1.4.3 - Competitive

The Two Faces of Marketing: Standardization vs. Adaptation
Room: Drayton Time: 3:00 p.m. - 4:30 p.m.

1.4.4 - Competitive Session

International Corporate Finance I
Room: Colleton Time: 3:00 p.m. - 4:30 p.m.

1.4.5 - Workshop

Alternative Transformations: The Many Faces of Global Strategy
Room: Edmunds Time: 3:00 p.m. - 4:30 p.m.

1.4.6 - Workshop

An Alliance is an Alliance (or is it?)
Room: Beaugard Time: 3:00 p.m. - 4:30 p.m.

1.4.7 - Workshop

Foreign Direct Investment: Entry, Location, Human Capital and
Knowledge Flows
Room: Hampton Time: 3:00 p.m. - 4:30 p.m.

1.4.8 – Symposium
Human Resources and Organizational Change in Transition Economies: What Did We Learn from the Last 10 Years?
Room: Ashley Cooper **Time:** 3:00 p.m. - 4:30 p.m.

1.5 – Plenary Session
Celebrating Ray Vernon (1913 - 1999)
Room: Cypress **Time:** 4:45 p.m. - 6:15 p.m.

MONDAY, NOVEMBER 22

2.1 – Plenary Session
Reframing Globality
Room: Cypress **Time:** 8:30 a.m. - 10:00 a.m.

2.2.0 – Symposium
R&D Globalisation: MNCs Learning from Multiple Locations
Room: Edmunds **Time:** 10:30 a.m. - 12:00 p.m.

2.2.1 – Competitive
History in the Future of International Business
Room: Jenkins King **Time:** 10:30 a.m. - 12:00 p.m.

2.2.2 – Symposium
The Future of the Global Business Civilization
Room: 2-L **Time:** 10:30 a.m. - 12:00 p.m.

2.2.3 – Competitive
Clusters and MNC Strategy
Room: 2-H **Time:** 10:30 a.m. - 12:00 p.m.

2.2.4 – Competitive
Pressing Issues in International Organizational Behavior, Communication, Culture, and Change
Room: Colleton **Time:** 10:30 a.m. - 12:00 p.m.

2.2.5 – Competitive
The Global Marketing Function
Room: Drayton **Time:** 10:30 a.m. - 12:00 p.m.

2.2.6 – Richard N. Farmer Dissertation Award Finalists' Presentations
Room: Beauregard **Time:** 10:30 a.m. - 12:00 p.m.

2.2.7 – Workshop
Transcending Time and Space through Global Knowledge Management
Room: Hampton **Time:** 10:30 a.m. - 12:00 p.m.

2.2.8 – Symposium
Many Faces of the Emerging Financial Crises
Room: Ashley Cooper **Time:** 10:30 a.m. - 12:00 p.m.

Awards Luncheon
Room: Ballroom **Time:** 12:00 p.m. - 2:00 p.m.

2.3.1 - Symposium
Foreign Direct Investment and the Challenge of Development: Findings of the UNCTAD World Investment Report 1999
Room: Jenkins King **Time:** 2:15 p.m. - 3:45 p.m.

2.3.2 - Symposium
Japanese Business Relationships: Continuity and Change in the Post Bubble Globalized Economy
Room: 2-L **Time:** 2:15 p.m. - 3:45 p.m.

2.3.3 - Symposium
Host Outcomes From FDI and Multinational Activity
Room: Beauregard **Time:** 2:15 p.m. - 3:45 p.m.

2.3.4 – JIBS Decade Award Winner's Presentation
Room: Colleton **Time:** 2:15 p.m. - 3:45 p.m.

2.3.5 - Symposium
Reforming the International Financial Architecture
Room: Drayton **Time:** 2:15 p.m. - 3:45 p.m.

2.3.6 – Symposium
Advancing the Culture Concept: A Cross-Field Dialogue
Room: 2-H **Time:** 2:15 p.m. - 3:45 p.m.

2.3.7 – Symposium
Research on International Entrepreneurship: Perspectives from Asia, Europe, and North America
Room: Hampton **Time:** 2:15 p.m. - 3:45 p.m.

2.3.8 – Symposium
The PanAmerican Partnership for Business Education: Winners and Losers: Perspectives on NAFTA After Five Years
Room: Ashley Cooper **Time:** 2:15 p.m. - 3:45 p.m.

2.4.1 – Plenary Session
The Dark Side of Globalization
Room: Cypress **Time:** 4:15 p.m. - 5:45 p.m.

Members' Meeting
Room: Cypress **Time:** 6:00 p.m. - 6:45 p.m.

Posters with wine and cheese
Room: Live Oak **Time:** 6:30 p.m. - 7:45 p.m.
Emerging Issues in Global Strategic Management Research

TUESDAY, NOVEMBER 23

3.1.1 – Plenary Session
The Janus-Faced Nature of Globalization: A Practitioners' Perspective
Room: Cypress **Time:** 8:30 a.m. - 10:00 a.m.

3.2.1 – Symposium
Corporate Social Responsibility and Sweatshops: On the Road to Opportunity or to Ruin
Room: Jenkins King **Time:** 10:30 a.m. - 12:00 p.m.

3.2.2 – Symposium
Global Knowledge Management as a Strategic Resource
Room: 2-L **Time:** 10:30 a.m. - 12:00 p.m.

3.2.3 – Competitive
Global Alliance Dynamics
Room: 2-H **Time:** 10:30 a.m. - 12:00 p.m.

3.2.4 – Competitive
International Finance II
Room: Colleton **Time:** 10:30 a.m. - 12:00 p.m.

3.2.5 – Competitive
Pressing Issues in International Organizational Behavior II: Leaders, Followers and Teams
Room: Drayton **Time:** 10:30 a.m. - 12:00 p.m.

3.2.6 – Workshop
MNC Affiliates' Global Leadership Roles
Room: Beauregard **Time:** 10:30 a.m. - 12:00 p.m.

3.2.7 – Workshop
Economic Liberalization in Emerging Markets: The Good News and the Bad News
Room: Hampton **Time:** 10:30 a.m. - 12:00 p.m.

3.2.8 – Symposium
Understanding National and Global Institutional Contexts for Innovation
Room: Ashley Cooper **Time:** 10:30 a.m. - 12:00 p.m.

Boone Hall Plantation Gala Event
Tour of the Plantation, Lowcountry-Style Luncheon, live traditional music, and much more fun!
(Buses leave from Charleston Place between 11:45 a.m. - 12:30 p.m.)
Venue: Boone Hall Plantation **Time:** 12:00 p.m. - 4:00 p.m.