

C a l l f o r P a p e r s
JOURNAL OF INTERNATIONAL BUSINESS STUDIES
SYMPOSIUM ON
MULTINATIONALS: THE JANUS FACE OF GLOBALIZATION

(In memory of Raymond Vernon)

DEADLINE FOR SUBMISSION: June 1, 2000

Guest Editors

Lorraine Eden (Texas A&M University) and Stefanie Lenway (University of Minnesota)

Focus of the Symposium

Globalization presents both opportunities and threats: opportunities in the sense of economic abundance, freedom of political expression and cultural diversity; threats in the form of economic insecurity, political instability and cultural decay. The key agent of globalization is the multinational enterprise (MNE). Spanning the globe, its affiliates and strategic partnerships linking countries, multinationals are the embodiment and principal agent of globalization. Thus, the MNE is Janus, the two-faced symbol of globalization.

The JIBS Symposium on *Multinationals: The Janus Face of Globalization* will focus on the changing nature of MNE-government relations in a globalizing world economy. The following, while not exhaustive, are potential topics for the Symposium:

- How are multinationals and governments attempting to reconcile the opportunities of globalization with the need for social and economic adjustments to facilitate the abilities of individuals and countries to enjoy these opportunities?
- How are MNE-government relations changing as we move into the 21st century? How do these differ from past relations and across different countries and regions of the world? Are relations becoming more cooperative or conflictual? What roles do institutions and the political, social and cultural environment play?
- Is the obsolescing bargain model an appropriate theoretical model for analyzing MNE-state relations in a global economy? What new theoretical lenses can IB and IPE scholars use to understand MNEs as the Janus face of globalization?
- How must the international strategies of MNEs change in order to increase opportunities for citizens of developed and developing countries who are not prepared for the rigors of globalization?

- How is regulation of MNEs changing, at the national and international levels, to address issues raised by the darker side of globalization?

We are interested in both conceptual papers and rigorous empirical work. Case studies may be appropriate if they have a strong theoretical foundation or contribute to theory development. Interdisciplinary studies (e.g., linking international political economy and international business perspectives) and cross-country comparative studies are particularly welcome.

Submission Guidelines

The deadline for submission for the Symposium is **June 1, 2000**. Please follow the [JIBS Submission Guidelines and Style Guide for Authors](#) in the back of the Journal's most recent issue or on the JIBS website at <http://www.jibs.net>; however, please submit **four** rather than two hard copies of your manuscript. Cover letters should request that papers be specifically considered for this Symposium. All submissions will be double-blind reviewed in accord with JIBS's normal review process and criteria. Submissions should be directed to:

The Managing Editor, *Journal of International Business Studies*, 3240 Prospect Street, NW, Washington, DC 20007 USA. Tel: (202) 944-3755. Fax: (202) 944-3762. E-mail: jibs@msb.edu

For more information on this Call for Papers please contact:

Lorraine Eden, Associate Professor, Department of Management, Texas A&M University, 423B Wehner, College Station, Texas 77843-4221 USA. Tel: (409) 862-4053. Fax: (409) 845-9641. E-mail: leden@tamu.edu

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Terms of Membership: For an annual fee of **US\$1,000**, a school may designate two faculty members to receive AIB membership and two to receive registration at the AIB's Annual Meeting. A Ph.D. candidate may also be nominated to receive membership and meeting registration provided that he or she commits to attending the Doctoral Consortium. Each participating institution will be recognized once a year in both the *AIB Newsletter* and the *Annual Meeting Program*.

Call for Papers

ACADEMY OF INTERNATIONAL BUSINESS



Annual Meeting • November 17-20, 2000 Pointe Hilton Resort at Tapatio Cliffs • Phoenix, Arizona

In Search Of Relevance For International Business Research: Impact On Management And Public Policy

Conference Theme

“In Search of Relevance for International Business Research: Impact on Management and Public Policy” is the overall theme for the 2000 Annual Meeting of the Academy of International Business. Scholarship in any discipline is ultimately judged by its impact on practice as well as public policy. While advancing the theoretical and conceptual foundations of the international business discipline, scholars must also be concerned about: (a) the relevance of their research for management action; (b) applicability of their research frameworks and objectives to business situations; and (c) usefulness of their research findings for enhancing business practice and public policy making.

The 2000 meeting of the Academy of International Business will provide an opportunity for critically examining the relevance and impact of international business scholarship for business practice and public policy. In addition, the meeting will aim at: (a) showcasing the best international business research with managerial and public policy implications; and (b) sharing industry, corporate, and public sector-sponsored research with participants. It is hoped that the meeting provides an occasion for meaningful, intellectual exchange with thoughtful members of the business (banking, consulting, and others) and public policy (international agencies, government agencies, etc.) communities. The meeting will also serve as a forum for various stakeholder groups in international business research to discuss present and future collaboration.

The annual meeting is scheduled for **November 17-20, 2000**, at the Pointe Hilton Resort at Tapatio Cliffs in Phoenix, Arizona. S. Tamer Cavusgil, the Program Chair, invites your participation in the program. He will work with an international program committee in developing the final agenda.

The deadline for receipt of competitive papers and proposals for other sessions is **March 6, 2000**. We invite proposals that address the conference theme. The following topics are illustrative:

- Global consolidation of industries such as pharmaceuticals, autos, and telecoms
- International collaborative ventures, mergers and acquisitions
- Studies exploring corporate decisions, strategy, and performance in the global marketplace
- Benchmarking and corporate best practices in global operations

- Global competitiveness of firms, industries, and nations
- Global competitive intelligence
- Global coordination and standardization strategy
- Global account management and global branding

Research based on both primary as well as secondary data analysis is of interest.

In addition to scholars of international business research, submissions are invited from a wide variety of groups including:

- Benchmarking and other consortia
- Corporate research departments
- Consulting firms, think tanks, foundations, banks
- International agencies (World Bank, United Nations, World Trade Organization, International Trade Center, etc.)
- Governmental agencies (United States Trade Representative, U.S. Department of Commerce, state agencies, etc.)

Conference Tracks

In addition to papers and proposals related to the conference theme, we invite submissions addressing a variety of international business issues. The conference will feature a variety of formats including plenary sessions, competitive paper sessions, workshops, panels, and poster sessions. Submissions will be categorized into six tracks. In each track, preference will be given to presentations that incorporate the conference theme. All submissions will be evaluated on a broader set of criteria.

For purposes of reviewing, submissions will be categorized into 5 tracks:

- Track 1:** Corporate strategy
- Track 2:** Marketing and supply chain management
- Track 3:** Economics, finance, accounting
- Track 4:** Institutional sociology and political science
- Track 5:** Organizational behavior and human resources management
- Track 6:** Business history

General Submission Requirements

There are five types of meeting formats: plenary sessions, competitive paper sessions, workshops, panels, and poster sessions. We place a priority on submissions that address the conference theme and those that seek to address interdisciplinary issues of academic and practical importance.

All proposals will be subjected to a double-blind review process. Competitive papers should be less than 30 pages, inclusive of references, figures, and tables. Papers submitted for these sessions must be essentially in final form. Poster papers should be less than 20 pages, inclusive of all. Panel proposals must be submitted by the proponent and chair of the panel and include a statement of what the main issues are and how each panel member plans to tackle these issues (discussants need only be listed). Signed letters (faxes and e-mail are allowed) from each presenter, showing evidence that they will participate, are required.

All submissions must be received at the address shown below by **March 6, 2000** and must comply with the following requirements:

- Clearly label for which type of session and track the 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 addresses of the authors. Please identify the contact author for correspondence.
- Please include three key words at the end of the abstract.
- 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 submissions, postage can be waived.
- Include two 5 x 8 index cards with the title of your paper, contact author's name, address, phone, fax, and e-mail address centered on the card.
- 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.
- Submit four (4) copies. Electronic submissions are not acceptable.

Ms. Tamie Phetteplace
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E-mail: phettepl@pilot.msu.edu

Please label envelope "AIB Submission"

The Venue and Dates

2000 Annual Meeting of the Academy of International Business travels to Phoenix, Arizona. The conference will be held 17-20 November 2000, at the Pointe Hilton Resort at Tapatio Cliffs. The American Graduate School of International Management (Thunderbird - AGSIM) will be our host school.

Prospective attendees should note that the conference will take place prior to one of the year's busiest air travel periods (the weekend before Thanksgiving), and at one of the most popular tourist destinations in the United States. Reserve your flights ahead of time for your preferred dates of travel.

Registration

Conference registration information will be available from the AIB Executive Secretariat in early 2000. For information or registration forms contact:

Academy of International Business

2404 Maile Way, CBA C-306

University of Hawai'i

Honolulu, Hawai'i 96822 U.S.A.

Tel: (808) 956-3665

Fax: (808) 956-3261

E-mail: aib@busadm.cba.hawaii.edu

<http://www.hawaii.edu/aib/>

Hotel

A special conference rate of \$135 (plus tax) per single or double occupancy has been arranged with the Pointe Hilton Resorts. This special rate will extend through the Thanksgiving holiday weekend for those participants who choose to stay after the conference.

The Pointe Hilton Resort at Tapatio Cliffs is a first-class facility. This mountain side resort offers fun in the sun with a championship golf course, "The Falls", three-and-a-half acre oasis of waterfalls, outdoor function space and swimming pools, tennis courts, horseback riding and fitness center, a selection of four restaurants, and meeting and convention facilities with 65,000 square-feet of meeting space.

Hotel Contact Information:

The Pointe Hilton at Tapatio Cliffs

11111 North Seventh Street

Phoenix, Arizona 85020 U.S.A.

Tel: 1-800-572-7222 or 1-800-876-4683

Fax: 602-993-0276

<http://www.hilton.com/hotels/PHXTCPR/>

Phoenix

Visitors to Phoenix, the nation's premiere desert city, are faced with the difficult choice of fitting in many alternative activities into their schedule. These include a Grand Canyon Tour, golf, tennis, hot air balloon rides, desert jeep rides, and visits to Native American reservations. Get ready for fiery sunsets, challenging sports, and a distinctive southwestern heritage that preserves the rich diversity of Native American, Hispanic, Anglo, African American, and Asian American cultures.

The Southwest's wonderful weather and inviting sunshine make Arizona the perfect place to vacation or to live. Winter temperatures in the Phoenix area are mild, with cool mornings warming to pleasant afternoons. Summers are hot and dry. The Sonoran desert is the perfect backdrop for the Phoenix area's championship golf courses and first-class resorts. Northern Arizona's cooler climate, pine forests, ski resorts, and the spectacular Grand Canyon are three to four hours away by car. A half-day drive to the south passes through desert vegetation to the city of Tucson and the Mexican border, gateway to Latin America.

The Phoenix metropolitan area is the seventh largest city in America, attracting major corporations such as Motorola, Allied Signal, Honeywell, and the Dial Corp. Arizona is also the home to professional hockey, football, basketball, and baseball teams. As you would expect from a city of this size, it is culturally rich, offering venues for operas, plays, symphonies, concerts, and numerous art galleries and museums. Arizona's diversity makes it a popular choice for business and pleasure alike.

Host School

Thunderbird, The American Graduate School of International Management, is the world's oldest and largest graduate school of international management. Thunderbird today enrolls almost 1,500 graduate students, who represent about 80 nations. Professor Robert Grosse of Thunderbird serves as our principal liaison.

Thunderbird's unique approach to international business education is based on a three-part curriculum, which includes instruction in global business, international politics, and modern languages. The faculty is composed of 110 scholars representing the departments World Business, International Studies, and Modern Languages.

Thunderbird operates extensive executive education programs for working managers, which each year draw participation from more than 3,500 business leaders from around the world. In addition to its main campus in Glendale, the school has educational facilities in France, Japan, Russia, and China, as well as a distance learning degree program that serves Mexico, Peru, and Ecuador. Thunderbird's 31,000 alumni live and work in every state in the U.S. and in more than 133 nations.

PRELIMINARY 2000 CONFERENCE SCHEDULE

FRIDAY, NOVEMBER 17, 2000

8:00am - 12:00pm	AIB Board Meeting
9:00am - 5:00pm	Registration
9:00am - 4:00pm	Doctoral Consortium
9:00am - 4:00pm	Junior Faculty Consortium
12:00pm - 5:00pm	Board/Chapter Chairs Meeting
2:00pm - 5:00pm	Presentation Skills Workshop
3:00pm - 5:00pm	Track and Session Chairs Meeting
6:30pm - 8:00pm	Presidential Reception

SATURDAY, NOVEMBER 18, 2000

7:00am - 5:00pm	Registration
8:00am - 5:00pm	Placement Center
8:30am - 10:00am	AIB Fellows Plenary
10:30am - 12:00pm	Concurrent Sessions
10:00am - 5:00pm	Exhibits Open
12:00pm - 1:30pm	Poster Sessions (with a light lunch)
1:30pm - 3:00pm	Concurrent Sessions
3:30pm - 5:00pm	Concurrent Sessions
6:30pm - 9:30pm	Awards and Recognition Banquet (JIBS Decade Award, Farmer Dissertation Award, Executive of the Year, Dean of the Year)

SUNDAY, NOVEMBER 19, 2000

8:00am - 5:00pm	Placement Center
8:30am - 10:00am	Concurrent Sessions
10:00am - 5:00pm	Exhibits Open
10:30am - 12:00pm	Concurrent Sessions
12:00pm - 1:30pm	Poster Sessions (with a light lunch)
1:30pm - 3:00pm	Concurrent Sessions
3:30pm - 5:00pm	Concurrent Sessions
5:00pm - 6:00pm	Member Meeting
6:30pm - 9:30pm	Gala event hosted by American Graduate School of International Management

MONDAY, NOVEMBER 20, 2000

8:00am - 5:00pm	Placement Center
8:30am - 10:00am	Concurrent Sessions
10:00am - 5:00pm	Exhibits Open
10:30am - 12:00pm	Concurrent Sessions
12:00pm - 1:30pm	Poster Sessions (with a light lunch)
1:30pm - 3:00pm	Concurrent Sessions
3:30pm - 5:00pm	Concurrent Sessions

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