

JOURNAL OF INTERNATIONAL BUSINESS STUDIES



First Annual

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Conference on Emerging Research Frontiers in International Business

Fuqua School of Business
Duke University
March 6-9, 2003

It is a pleasure to welcome you to Duke University and the inaugural JIBS annual conference on Emerging Research Frontiers in International Business. In the 32 years since the publication of its first issue, JIBS has become recognized as the preeminent journal in international business studies, with a world wide readership. However, as the world of international business scholarship is diffusing more and more into the underlying social sciences of business schools and the traditional functional areas, JIBS increasingly will face the question of relevance. The new editorial team of JIBS firmly believes JIBS needs to become proactive in exploring and legitimizing new areas of international research. To this end JIBS, in collaboration with 18 Centers for International Business Education and Research (CIBERs), has launched this conference as the official exploration arm of the JIBS.

The aims of the conference are

- 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 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 explore and identify themes for future special issues

The invited conference participants represent a broad cross section of international scholarship, ranging from advanced doctoral students to senior faculty. I believe that the program committee designed an exciting and stimulating program. However, your active involvement and participation in the discussion is key to making this conference memorable and for opening the horizons of IB scholarship and research.

Arie Y. Lewin, JIBS Editor and Chief and Director, Duke University CIBER

Thursday, March 6, 2003

3:00-5:30, Geneen
Auditorium, Fuqua
School of Business

WELCOMING REMARKS

Chaired by Arie Y. Lewin (Duke). Speakers Douglas Breeden (Dean, Fuqua School of Business) and Gilbert Merkx (Vice Provost for International Affairs, Duke)

**KEYNOTE PANEL: Globalization and Equity/Democracy of
Capital and Globalization**

Chair Donald Lessard (MIT)

The Political Structure of Globalism, Robert Keohane (Duke)

Constructing a More Worldly Discipline, Bruce Kogut (INSEAD)

5:30-6:30, Old Faculty
Lounge, Fuqua School of
Business

RECEPTION

6:30-9:00, Fox Center
Winter Garden, Fuqua
School of Business

DINNER & SESSION 1: What are Emerging Research Areas of IB?

Chair Peter Buckley (Leeds)

Internationalization as a Journey: An Emerging Paradigm, Harry Barkema
(Tilberg)

Emerging Areas of Research on the Complex Multinational Enterprise, Eleanor
Westney (MIT)

*Incorporating Rationale as an Aspect of Culture in a Business Systems Frame-
work*, Gordon Redding (INSEAD)

Globalization, Economic Geography and International Business, Pervez Ghauri
(UMIST)

Provocateur Ram Mudambi (Temple)

9:30, BUS TO THE WASHINGTON DUKE INN DEPARTS FROM CIRCULAR DRIVE, FUQUA SCHOOL OF BUSINESS

Friday, March 7, 2003

8:30-10:30

Ambassador Allen
Washington Duke Inn

SESSION 2: New Directions in Strategy (Round Table Discussion)

Chair Joan-Enric Ricart (IESE)

The Base of the Pyramid as an Innovation Driver, Stuart Hart (UNC Chapel Hill)

Local Institutions and Global Stratagem, Tarun Khanna (Harvard)

Semi-globalization and Competitive Strategy, Pankaj Ghemawat (Harvard)

Linking Strategy to Competitiveness and International Business, Michael Enright (U
Hong Kong)

Provocateur J. Myles Shaver (U Minnesota)

10:30-11:00

BREAK

11:00-12:30

Ambassador Allen
Washington Duke Inn

SESSION 3: New Directions in Cross Cultural Research

Chair Kwok Leung (City University Hong Kong)

When Does Culture Matter?, Cristina Gibson (USC)

Experimental Economic Approaches to International Business Research, Nancy
Buchan (U Wisconsin)

*From Culture's Consequences to Culture's Antecedents: The Impact of Globalization
on Cultural Change*, Miriam Erez (Technion)

Provocateur Rabi Bhagat (U Memphis)

12:30-2:00

Ambassador Duke,
Washington Duke Inn

LUNCH

2:00-3:30

Ambassador Allen
Washington Duke Inn

SESSION 4: New Directions in Marketing and Operational Management

Chair & Provocateur Tamer Cavusgil (MSU)

A Paradigm Shift in Global Procurement and Marketing, Masaaki Kotabe (Temple)

Global Distribution Channels in Supply Chains, Dan Bello (Georgia State U)

Methodological Channels in International Marketing Research, Wagner Kamakura
(Duke)

Knowledge as a Resource in Global Supply Chains, Tomas Hult (MSU)

3:30-4:00

BREAK

4:00-6:00

Ambassador Allen
Washington Duke Inn

SESSION 5: Role of FDI in Emerging Markets: Spillovers, Social Responsibility, Public Policy (*Round Table Discussion*)

Chair Klaus Meyer (Copenhagen Business School)

Spillovers by Multinational Enterprises in Emerging Markets: Rigor versus Relevance of Academic Research, Klaus Meyer (Copenhagen Business School)
MNC-Host Government Relations in Emerging Economies, Ravi Ramamurti (Northeastern U)

Policy Competition for FDI in Emerging Markets, Charles Oman (OECD)
Provocateur Ben Kedia (U Memphis)

6:30-7:30

Ambassador Duke
Washington Duke Inn

DINNER

7:30-9:00

Ambassador Allen
Washington Duke Inn

KEYNOTE PANEL: New Directions in Organizational Behavior, Human Resources and Industrial Relations

Chair Larry Farh (Hong Kong UST)

Putting Polycontextural Perspectives into Cross Cultural Research, Mary Ann von Glinow (FIU)

JIBS Meets the Faces of Janus: Rigor and Relevance in International Organizational Behavior Research, Terri Scandura (Miami U)

The Changing Landscape of Organizations in China and Implications for Organization Theories, Xueguang Zhou (Duke)

Provocateur Tatiana Kostova (U South Carolina)

Saturday, March 8, 2003

8:30-10:30

Ambassador Allen
Washington Duke Inn

SESSION 6: Innovation, Knowledge Creation and Change (*Round Table Discussion*)

Chair Stefanie Lenway (U Minnesota)

Global Industry Knowledge Networks, Thomas Murtha (U Minnesota)

Organizational Learning and Knowledge Management in the Global Context: Research Issues for the Future, Marjorie Lyles (Indiana U)

Organizational Mechanism and Knowledge Sharing in MNCs: Unresolved Issues and Areas for Future Research, Torben Pedersen (Copenhagen)

Melding Complex Knowledge from Distributed Sources: Myths and Realities, Yves Doz (INSEAD)

Provocateur Silvia Massini (UMIST)

10:30-11:00

BREAK

11:00-12:30

Ambassador Allen
Washington Duke Inn

SESSION 7: Entrepreneurship and Geography Mosaic

Chair & Provocateur Mike Lubatkin (U Connecticut)

Entrepreneurship, Competitive Advantage and Internationalization, Eric Gedajlovic (U Connecticut)

International Entrepreneurship: Central Debates and Emerging Research Agenda, Shaker Zahra (Babson College)

Bill Schulze (Case Western Reserve)

12:30-1:45

Ambassador Duke,
Washington Duke Inn

LUNCH

1:45-3:15

Ambassador Allen
Washington Duke Inn

SESSION 8: Global or Regional IB Strategies?

Chair Alan Rugman (Indiana U)

Regional and Global Strategies of Multinational Enterprises, Alain Verbeke (Calgary)

Transferring Collective Knowledge Between Global and Regional Firms: Teaching and Learning in the Chinese Auto Industry, Will Mitchell (Duke)

Globalization and Complexity of U.S. Multinationals, Susan Feinberg (U Maryland)

Provocateur John Mezias (U Miami)

3:15-4:00

BREAK

4:00-6:00

Ambassador Allen
Washington Duke Inn

SESSION 9: Social Movements, NGOs and Strategy (Round Table Discussion)

Chairs Hildy Teegen (George Washington) & Sushil Vachani (Boston U)

Social Movements, NGOs and Multinational Activity: An IB Research Agenda, Jonathan Doh (Villanova)

Out of the Frying Pan, Into the Fire? Operational Challenges of NGO Collaboration with Government and Business, Darcy Ashman (Just Associates)

International Non-governmental Standards for Corporate Environmental Conduct, Petra Christmann (U Virginia)

A Bargaining Theory of International Governance Regimes: The Role of NGOs, David Levy (U Mass Boston)

Provocateur Sushil Vachani (Boston U)

6:30, BUS DEPARTS FROM WASHINGTON DUKE INN FOR FRANKLIN STREET IN CHAPEL HILL. RETURN TRIP PICKUPS WILL BE AT **9:30** AND **11:00** PM. A GUIDE TO CHAPEL HILL RESTAURANTS AND NIGHT SPOTS IS AVAILABLE AT THE REGISTRATION TABLE.

Sunday, March 9, 2003

9:00-10:30

Ambassador Allen
Washington Duke Inn

SESSION 10: Remaining Themes

Chair Dong-Song Cho (Seoul National U)

Coming to Grips with Institutions, Bernard Yeung (NYU)

Rethinking Strategic Alliance Research from a Coevolution Perspective, Mitchell Koza (Cranfield U)

Psychology and Markets: Issues in Behavioral Finance, John Payne (Duke)

The Risk Dimensions in International Business Decision Making, Ralph Keeney (Duke)

10:30-11:00

BREAK

11:00-12:30

Ambassador Allen
Washington Duke Inn

SESSION 11: Wrap Up

Chair Paul Beamish

Panelists Anand Swaminathan (UC Davis)

Randy Folks (U South Carolina)

Joe Cheng (U Illinois)

Africa Ariño (IESE)

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