

**4<sup>th</sup> Annual**

ACADEMY OF INTERNATIONAL BUSINESS (AIB) / JOURNAL OF  
INTERNATIONAL BUSINESS STUDIES (JIBS) CONFERENCE ON

**Emerging Research Frontiers in International Business**

# “Asia and Global Business in the 21st Century: Institutions, Cultures, and Strategic Transformations”

NOVEMBER 29 – DECEMBER 2, 2006 HOSTED BY: SAN DIEGO STATE UNIVERSITY CIBER, SAN DIEGO, CALIFORNIA

**CONFERENCE VENUE:**

The Westgate Hotel, 1055 Second Avenue, San Diego, CA 92101  
Reservations: (800) 522-1564; Phone: (619) 238-1818; Fax: (619) 557-3737  
Website: [www.westgatehotel.com](http://www.westgatehotel.com)

**PROGRAM ARRANGEMENTS:**

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**LOCAL ARRANGEMENTS:**

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**CONFERENCE REGISTRATION:**

\$495/person includes conference materials, conference meals  
and breaks, off-site dinner event (November 30).  
Lodging is not included in the registration fee.  
Online registration: <http://www.regonline.com/107904>

**DAY 1: WEDNESDAY, NOVEMBER 29, 2006**

5:00-6:30 PM

**Registration**

**RECEPTION**

6:30-7:30 PM

**Introduction to the Conference**

- Rabi S. Bhagat (University of Memphis)
- Mike Peng (University of Texas at Dallas)
- Kwok Leung (City University of Hong Kong)

**Welcome Remarks** by the Gail K. Naughton, Dean, San Diego State University College of Business Administration and Mark Ballam, SDSU CIBER Director.

**History and accomplishments of the past Frontiers Conferences**

- Arie Lewin (Duke University)

7:30 PM

**Welcome Dinner and Keynote Addresses**

**From the Global Business View Point:** Mr. Ko Nishimura (Former CEO and President, Solectron Corp., California).

**From the Academic View point:** Mike Peng (University of Texas at Dallas)

**PLENARY SESSION**

8:30-10:00AM

**Presentations by up and coming scholars in International Business.**

**Chair:** Arie Lewin (Duke University)

- Kevin Au (Chinese University of Hong Kong): Familism and market rationality in financing start-ups of Chinese entrepreneurs—coauthored with Michael Kwan (Chinese University of Hong Kong)
- Seung-Hyun Lee (University of Texas at Dallas): Obstacles of operational flexibility: Japanese MNCs' divestment decisions in Asia after the economic crisis—coauthored with Chris Chung (Florida International University) and Paul Beamish (University of Western Ontario)
- Paul Vaaler (University of Illinois at Urbana- Champaign): Corporate governance and project finance (PF) in Asia: Do PF capital and ownership structures reflect Asian country institutions?

10:00-10:30 AM

**Coffee break**

**PLENARY SESSION**

10:30 AM -12:45 PM

**Symposium: Methodologies for management research in Asia.**

**Chair:** Klaus Meyer (University of Reading)

- Anne Tsui (Arizona State University; Peking University; Hong Kong Univ. of Science and Technology): Indigenous research
- Steven White (INSEAD): Comparative research.
- Rosalie L. Tung (Simon Fraser University) and Snejna Michailova (University of Auckland, New Zealand)

**POSTER SESSION**

12:45-2:45 PM

**Lunch and poster session using the same facility**

**Posters:**

- Girish K. Agarwal (ICFAI Business School): Resource market preemption by group affiliated firms in India.
- Raj Agarwal (Institute for Integrated Learning in Management, India): India, China, ASEAN: emerging triad in global business.
- Charles Chiu (National Taiwan University) and Mike Peng (University of Texas at Dallas): Delivery networks reconfiguration and regional competitiveness restructuring: the new developments in Asia industrial landscapes.
- Chang-Hwan Choi (Korea Asset Management Corporation) and Kwak Ro-Sung (Dongguk University): Determinants of negotiation outcome in the sale of Korean insolvent companies.
- Jason Duan: International expansion of traditional family firms: A new direction for international business research
- Michael J. Enright (University of Hong Kong) and Venkat Subramanian (University of Hong Kong): Subsidiary types, activities, and location: An empirical investigation.
- Soo Hee Lee (University of London) and Suk Bong Choi (University of London): Ownership structure and innovation performance in emerging economies: An empirical study of Korean manufacturing firms.
- Tsai-Ju Liao (National Taichung Institute of Technology), Chwo-Ming Joseph Yu (National Chengchi University), and Dah-Hsian William Seetoo (National Chengchi University): Information control and benefits to a bridging position.
- Caroline Yeoh and Victor Sim (Singapore Management University): Competition, competitiveness, and 'created' competitive advantages: Re-positioning the Singapore 'Advantage' in China, India, Vietnam and Indonesia.
- Jaemin Kim (San Diego State University), James Landi (Temple University), and Sean Sehyun Yoo (San Diego State University): Trading activities of foreign investors in the Korean stock market.
- Steven McGuire (University of Bath): Competence enhancing technological change: The development of Japan's aerospace industry.
- Michael Nippa (Freiberg University of Technology and Mining): Research on success factors for managing the international expansion of Asian firms.
- Toshiya Ozaki (Rikkyo University): Corporate social responsibility in the globalization of Asian economies: Empirical challenge, theoretical relevance, and policy implication.
- Valerie Paone (NEGOCIA & Panthéon-Assas, Centre Thucydide) and Diana Mangalagiu (Reims Management School): Corporate social responsibility beyond the controversy: The Asian driver.
- Surasvadee Rajkulchai (Chulalongkorn University): Managing absorptive capacity: The role of spillover channel mechanism and the effect on innovation.
- Tom Roehl (Western Washington University), Stephen Stanifird (University of San Diego), and Steve Globberman (Western Washington University): Country institutions and internationalization: Chinese firm foreign investment impacts from and on country institutions.
- C.H. Tzeng (McGill University): Developing entrepreneurship in emerging economies: Lessons from China and Taiwan.

**PAPER SESSION**

3:00-4:30 PM

**Concurrent paper session I: Competing in China.**

**Chair:** Steven White (INSEAD)

- Gordon Redding (INSEAD) and Michael Witt (INSEAD): Executive rationale and institutional transformation in China and Japan
- Yi Jiang (California State University—East Bay) and Mike Peng (University of Texas at Dallas): Private participation of infrastructure projects in China
- Kamel Mellahi (Nottingham University) and Pei Sun (Nottingham University): Contingent political resources and the dynamics of organizational rents in transition economies: A longitudinal case study.

**Concurrent paper session II : Asia and International business**

**Chair:** Gangaram Singh (San Diego State University)

- Wesley Pollitte and Joseph Miller (Michigan State University), and Attila Yaprik (Wayne State University): Do keiretsu-based networks generate excess returns: a study of U.S-Chinese and Japanese-Chinese automotive supplier alliances in China.
- Robert Weiner (George Washington University): Weathering the storm? Trading companies and trade intermediation in the Gulf Crisis
- Shameen Prashantham (University of Strathclyde): Ethnic social capital and international entrepreneurship: Case study evidence from the Indian software industry.

4:45-9:00 PM

**Travel to the World Famous San Diego Zoo.** Event will include a bus tour, wine reception, dinner, and speaker.

**PLENARY SESSION**

9:00-10:30 AM

**Symposium: Business groups in Asia.**

**Chair:** Anju Seth (University of Illinois at Urbana-Champaign)

- Tailan Chi (University of Kansas)
- Kiyohiko Ito (University of Hawai'i at Manoa)
- D. Eleanor Westney (Massachusetts Institute of Technology)
- Elizabeth L. Rose (Victoria University of Wellington and University of Hawai'i at Manoa)

10:30-11:00 AM

**Coffee break**

**PAPER SESSION**

11:00 AM-12:30 PM

**Concurrent paper session 1: Internationalization in Asia and Beyond.**

**Chair:** Mike Peng (University of Texas at Dallas)

- Niron Hashai (Hebrew University), Andrew Delios (National University of Singapore), Jonathan Brookfiels (Texas A & M University): Geographic and product diversification of Japanese MNCs: Complementary or substitute strategies?
- Congcong Zheng (San Diego State University), Eric Wood (University of Cape Town) and Susanna Khuval (London Business School): The learning advantage of newness: An empirical study of internationalization by emerging market firms.
- Vikas Kumar (Bocconi University), Mike C.H. Chao (Baruch University, CUNY): The multinationality-performance relationship: An institutional theory perspective.

**Concurrent session II: Institutional transitions and strategic choices**

**Chair:** Gordon Redding (INSEAD)

- Fan Wang (University of Manitoba) and Na Ni (University of Manitoba): An evolutionary perspective of capability differentials in global competition: An examination of Chinese mobile industry.
- Linda Ueltschy (Bowling Green State University) and Aruna Chandra (Indiana State University): Business incubators: A comparative study of the U.S. and China.
- Zhi-Xue Zhang (Peking University), Chi-Yue Chiu (University of Illinois at Urbana-Champaign), Jing Qiu (Peking University), and Yuntao Dong (Peking University): Organizational experience and decision making under an escalation situation in China .

12:30-2:00 PM

**Lunch**

**PLENARY SESSION**

2:00-3:30 PM

**Symposium: Corporate governance and institutional transformation in Asia.**

**Chair:** Burkhard N. Schrage (Singapore Management University)

- Xiawei Luo (University of Illinois at Urbana-Champaign)
- Barclay James (University of Illinois at Urbana-Champaign)
- Eng Fong Pang (Singapore Management University)
- Chi-Nien Chung (National University of Singapore)
- Ruth Aguilera (University of Illinois at Urbana-Champaign)
- Paul Vaaler (University of Illinois at Urbana-Champaign)

3:30-4:00 PM

**Coffee break**

**PAPER SESSION**

4:00-5:30 PM

**Concurrent Session I: Cultural Issues in Asia and Global Business.**

**Chair:** Martina Musteen (San Diego State University).

- Catherine T. Kwantes (University of Windsor): Intellectual capital and organizational competitiveness in the global economy: An inquiry into the possible effects of decline in organizational commitment.
- Leigh Anne Liu (Georgia State University) Chei Hwee Chua (University of South Carolina), and Günter K. Stahl (INSEAD): Conceptual multidimensionality, antecedents, and consequences of cross-cultural communication quality.
- Stan Xiao Li (York University), Christina Sue Chan (City University of Hong Kong), and Xiaotao Yao (Xi'an Jiaotong University): Are context-aligned management practices applicable across nations? an investigation of behavioral "observation scales".
- Florian Taeube (Imperial College London), Mark Lorenzen (Copenhagen Business School): Institutions and weak ties – moderating effects of a strong tie society: The Indian film industry in Bollywood.

**Concurrent Session II: Business groups and joint ventures**

**Chair:** Andrew Delios (National University of Singapore)

- Hemant Merchant (Simon Fraser University) and Mona Makhija (Ohio State University): Explaining the performance of international joint ventures in emerging markets using institutional economics and the resource-based view
- Kannan Ramaswamy (Thunderbird), Mingfang Li (California State University Northridge), and Barbara Pettit (European School of Business): Market failure, institutional change and strategic restructuring: Do group effects attenuate or persist?
- In Hyeock Lee (Indiana University): What factors are most important to FDI's when making location choices in host countries? Recent evidence from Korea.

**Dinner on your own**

**PLENARY SESSION**

9:00-10:30 AM

**Symposium: Corporate Governance, Institutional Transformation, and Economic Development.**

**Chair:** Jean McGuire (Louisiana State University/Concordia University)

- Jean McGuire (Louisiana State University/Concordia University)
- Sandra Dow (University of Quebec at Montreal)
- Jay Choi (Temple University)
- Elie Matta (HEC School of Management, Paris)
- Toru Yosikawa (McMaster University, Canada)
- Raj Aggarwal (University of Akron, Ohio)

10:30-11:00 AM

**Coffee break**

**PLENARY SESSION**

11:00 AM -12:30 PM

**Concluding panel: Asia and global business in the 21st century.**

**Chair:** Arie Lewin (Duke University)

- Rabi Bhagat (University of Memphis)
- Mike Peng (University of Texas at Dallas)
- Kwok Leung (City University of Hong Kong)

12:30 PM

**Lunch**

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