

Report from the President, 2021 - 2022
Farok J. Contractor

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RUTGERS
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Acknowledgments

The AIB Board is collective effort of 9 board members

- ☐ ***3 Past, Current, and Incoming Presidents***
- ☐ ***3 Vice Presidents as Program Chairs (past, current, and incoming)***
- ☐ ***3 Vice Presidents of Administration***

Aided by the volunteer efforts of hundreds of volunteering members

&

***Supported by a small but hard-working staff at the AIB Secretariat
led by our Executive Secretary Dr. Tunga Kiyak at MSU***

***Everything I report today is based on the
collective effort of hundreds of talented members***



Executive Board



Farok Contractor
President

Professional Bio
Roles and Responsibilities



Maria Tereza Leme Fleury
President - Elect

Professional Bio
Roles and Responsibilities



Jeremy Clegg
Immediate Past President

Professional Bio
Roles and Responsibilities



Andrew Delios
VP Program

Professional Bio
Roles and Responsibilities



Kaz Asakawa
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Roles and Responsibilities



Gary Knight
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Dana Minbaeva
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Jennifer Oetzel
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Rebecca Reuber
VP Administration

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Tunga Kiyak
Executive Director

Professional Bio
Roles and Responsibilities

Multicultural Board

- Brasil 1
- Canada 1
- Denmark 1
- Japan 1
- Singapore 1
- UK 1
- USA 3



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Connecting the World of International Business Scholars

**Executive
Board**

Incoming board members: August 2022



**Peter
Liesch**

**President-
Elect**

University of
Queensland



**Catherine
Welch**

**Incoming VP
Program**

Trinity College
Dublin



Vasyl Taras

**Vice President
Administration**

University of
North Carolina

WHAT HAS BEEN ACCOMPLISHED OR IS UNDERWAY?

Reorganization of Some Chapters – From National to Regional

- ☐ ***Avoiding duplication***
- ☐ ***Avoiding “capture” of AIB chapters by national academic bodies and national interests***
- ☐ ***Spurring creative cross-fertilization of ideas across a region with business and cultural commonalities***
- ☐ ***Rotation in office***

Still a “work in progress,” but we see increased cohesion and membership growth in

- ☐ ***Latin America - C, South Asia, Asia-Pacific & MENA chapters***

Ultimately it is up to the chapter members and leadership.

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New Shared Interest Groups (SIGs)

- ☐ ***Emerging Markets SIG*** (Helena Barnard, Kristin Brandl & others)
- ☐ ***Sustainability SIG*** (John Dilyard, Shasha Zhao & others)

Existing SIGs

- ☐ ***Research Methods***
- ☐ ***Teaching & Education***
- ☐ ***Women in AIB***

All of these SIGs enable an exchange of ideas on a focused theme and provide expertise through special seminars.

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Launch of the AIB-CIBER Doctoral Academy

(initiated by Tamer Cavusgil & Aušrinė Šilenskytė)

☐ ***CIBER = Centers for International Business Research & Education (funded by the US Department of Education)***

☐ ***AIB + 8 CIBERS collaboration***

**AIB – CIBER
DOCTORAL
ACADEMY**

☐ ***Training of global set of doctoral students on***

☐ ***IB theory and empirics***

☐ ***IB Pedagogy***

☐ ***IB content in ‘functional’ areas such as Finance, Marketing***

☐ ***Region-specific IB modules***

☐ ***Two year training at the end of which an***

“IB Completion Certificate” earned

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Objectives of the AIB-CIBER Doctoral Academy

- ☐ ***Increase Study of International Business and***
 - ☐ ***Legitimacy in Business Schools (in North America)***
 - ☐ ***Awareness as a separate field in other countries***

- ☐ ***Support a “Events & Programs Coordinator” at the Secretariat***

- ☐ ***Support for doctoral students on***
 - ☐ ***IB research***
 - ☐ ***IB teaching***
 - ☐ ***How IB concepts can infuse other fields such as Finance, Marketing***

- ☐ ***“IB Completion Certificate” could be awarded to cohort at an AIB annual meeting***

**AIB – CIBER
DOCTORAL
ACADEMY**

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Other Progress (Thank You Covid!)

☐ ***Explosion in online webinars offered by AIB members, Shared Interest Groups (SIGs) and chapters, to mention only a few...***

☐ **South Asia Chapter workshops led by prominent scholars and AIB Fellows**

4 Workshops in Fall 2021	International Strategy	International Marketing
Research Methods and Publication	Ajai Gaur	Gary Knight
Teaching Skills & Cases	George Yip Rajesh Upadhyayula	Attila Yaprak

This is just one example of many such workshops led by the best talent in the AIB

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Other Progress (Thank You Covid!)

EMERGING MARKETS

Shared Interest Group

❑ JIBS webinar series (*started by Klaus Meyer and Tim Devinney*)

❑ Emerging Scholars from Emerging Markets Program (ESEMP) (Led by Emerging Markets SIG)... with special thanks to

❑ ***Center for Emerging Markets at Northeastern University***
(Ravi Ramamurti)

❑ ***Sheth Foundation*** (Jagdish Sheth)

❑ Webinars Offered by

❑ Asia-Pacific Chapter

❑ Teaching & Education SIG

***Subsidized / Free
memberships***

for low-income
emerging market
scholars

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Other Progress

☐ Strengthening the Relationship between AIB and UNCTAD

(James Zhan, Director of Investment and Enterprise)

Legitimacy for the AIB in the larger domains such as

- Economic development
- Sustainability
- Supply chains
- Political Science
- International Tax Avoidance

☐ The World Investment Report (annual) is an invaluable data set and ideas resource for AIB researchers in topics such as

- ☐ FDI determinants
- ☐ Impact of MNEs on host nations
- ☐ Government policies towards MNEs

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Continued Strong Progress In Our Three Journals

□ Journal of International Business Studies

(Alain Verbeke EIC, and his outstanding team)

(Incoming EIC Rosalie Tung)

- 1.2 million downloads / 2-Year Impact Factor 11.38 / CiteScore 15.1

□ Journal of International Business Policy

(Sarianna Lundan & Ari Van Assche)

- CiteScore 11.8 / Scopus searchable / ESCI

□ AIB Insights

(Bill Newburry & Beth Rose)

All Superbly Managed by Anne Hoekman (Managing Editor)

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Other Progress

☐ ***Strengthening the Connection With ‘Functional’ Areas***

☐ ***Int’l Marketing*** (Gary Knight & Kelly Hewitt) ***Sheth Foundation***

☐ ***Int’l Finance*** (Chuck Kwok ; Omrane Guedhami, April Knill)

☐ ***Special Focus “Frontier” Conferences***

☐ ***Possible topics (only suggestions)***

☐ FDI determinants

☐ International HRM

☐ Sustainability & Global Supply Chains

(planned for October 2022)

☐ International Tax Avoidance

☐ Transfer of Capability via International alliances

☐ Cross-border Transfers of Intellectual Assets

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“GAPS” -- Where Much Work Still Needs To Be Done

☐ ***Further Convincing Deans in North America and Accrediting Bodies***

About the Validity of International Business

☐ ***In Emerging Nations, Mentoring / Training Doctoral Students & Junior faculty in***

☐ ***How to introduce an International Business course***

☐ ***How to include IB modules in ‘functional’ areas such as Marketing or Finance***

☐ ***Upgrading research methods skills***

☐ ***What it takes to publish an academic article***

We Are Building a Global, Technological Civilization

Following my Journal of International Business Studies article

- ❑ The MNE plays an indispensable role as a bridging agent, transmission channel, aggregator and transferor of best practices in a fragmented world
- ❑ Globalization indicators are already recovered. The “new normal” may only be marginally different from before 2019
- ❑ Global coordination will be even more important for collective action to meet future pandemics, climate change, emerging technologies, and international tax-avoidance, to set common product and technical standards, and to address the growing sensitivity of customers worldwide to sustainability, ethics, and CSR issues.
- ❑ Taking a 30-Year Backward Look
 - Alliances such as licensing of intellectual property (1990-2019: 10.13% CAGR), circumvent protectionism, and substitute for exports (1990-2019: 6.62% CAGR) and FDI (1990-2019: 6.37% CAGR) as a means of reaching foreign customers.
 - All three international business methods have grown at a faster rate than the average growth rate of GDP

A technological civilization cannot exist without the world, or at least large enough coalitions of firms, cooperating.

We Are Building a Global, Technological Civilization

- ❑ We are in a new environment of heightened risk-perception.
- ❑ The global manager knows how to manage risk, to assess the tradeoff between efficiency/cost reduction on the one hand, and resilience or assurance on the other.
- ❑ For international supply chains, a small increase in inventories at point-of-demand, and/or shrinkage in geographical and cultural distance and/or diversification of sourcing can slightly increase procurement costs per unit.
- ❑ But these incremental costs can be moderated by implementing better information-gathering systems, 5G surveillance and monitoring, blockchain, better integration of vendor–buyer computer systems, AI-based demand and inventory prediction, relationship-based alliances and the continuing evolution and consensus on common technical and governance standards.

A technological civilization cannot exist without the world, or at least large enough coalitions of firms, cooperating.

We Are Building a Global, Technological Civilization

- ❑ Economic interdependence and Chinese pragmatism may limit the degree of decoupling between the US and China
- ❑ In certain technologies, such as 5G, there is indeed an unfortunate bifurcation of technical standards.
- ❑ However, overall, the “Brussels Effect” is likely to play a more powerful, albeit quiet role in shaping global commerce.
- ❑ EU rules and standards, adopted around the world, on issues ranging from green technology, data protection (GDPR), antitrust and competition rules, ethics, international law, arbitration, and technical standards (and to a lesser extent California standards) exert a disproportionate extraterritorial influence leading to “harmonization” and a lower-risk strategic planning environment.
- ❑ Darwin was less than half correct. The story of life – whether for trees, fauna or humans -- is much more about cooperation, rather than competition
- ❑ There are no guarantees. But that is where we hope to go in our quest to build a global, technological civilization

Special Thanks and Applause

**Two persons who have worked very hard to make
this AIB 2022 conference a success**

☐ Bill Newburry, FIU

☐ Andrew Delios, NUS

Passing the Baton



Maria Tereza Leme Fleury



Farok J. Contractor



Farok J. Contractor
DISTINGUISHED PROFESSOR in
MANAGEMENT & GLOBAL BUSINESS
Rutgers Business School



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हमारा कल्याण
हमारी जिम्मेदारी



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Thank you for your kind attention

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