

RESEARCH IN GLOBAL STRATEGIC MANAGEMENT VOLUME 8

LEADERSHIP IN INTERNATIONAL BUSINESS EDUCATION AND RESEARCH

EDITED BY

ALAN M. RUGMAN

Indiana University, USA

2003



JAI

An imprint of Elsevier

Amsterdam - Boston - Heidelberg - London - New York - Oxford - Paris
San Diego - San Francisco - Singapore - Sydney - Tokyo

CONTENTS

LIST OF CONTRIBUTORS *ix*

PREFACE *xi*

PART I: FROM INTERNATIONAL BUSINESS TO INTERNATIONALIZATION: AN ASSESSMENT OF THE INFUSION MODEL

INDIANA UNIVERSITY AS A PIONEER IN THE
INTERNATIONALIZATION OF BUSINESS EDUCATION
Stefan H. Robock 3

INTERNATIONALIZATION IN THE 1970s AND 2000
Jeffrey S. Arpan 19

SPECIALIZATION TO INFUSION: IB STUDIES IN THE 1990s
John D. Daniels 29

THE IU IMPACT ON THE INTERNATIONALIZATION OF
BUSINESS SCHOOLS
David A. Ricks 47

RECENT HISTORY OF IB AT IU
Louise Siffin 55

PART II: THE "INFUSION" MODEL IN PRACTICE

THE MBA INTERNATIONAL FINANCE COURSE
Laurence Booth 67

THE INTERNATIONALIZATION OF THE MARKETING DISCIPLINE <i>Carol A. Howard</i>	89
IB TEACHING TECHNOLOGY: SIMULATE TO STIMULATE <i>Hans B. Thorelli</i>	107
PART III: INTERNATIONAL ASPECTS OF MARKETING AND FINANCE	
INTERNATIONAL MARKETING RESEARCH <i>Greg Kitzmiller and Joseph Miller</i>	127
KNOWLEDGE DEVELOPMENT IN INTERNATIONAL MARKETING <i>S. Tamer Cavusgil</i>	143
THE EFFECT OF GLOBAL FINANCIAL MARKETS ON BUSINESSES <i>Utpal Bhattacharya and Catherine Bonser-Neal</i>	163
PART IV: NEW DIMENSIONS IN INTERNATIONAL MANAGEMENT STRATEGY	
OPERATIONAL AND MOTIVATIONAL EFFICIENCY IN INTERNATIONAL STRATEGY AND STRUCTURE <i>Anju Seth, Tailan Chi and Sarabjeet Seth</i>	177
ORCHESTRATING GLOBALLY: MANAGING THE MULTINATIONAL ENTERPRISE AS A NETWORK <i>Arvind Parkhe and Charles Dhanaraj</i>	197
INTERNATIONAL JOINT VENTURES IN TRANSITIONAL ECONOMIES <i>Marjorie A. Lyles</i>	215

A STRATEGIC CONTEXT APPROACH TO INTERNATIONAL HUMAN RESOURCE MANAGEMENT RESEARCH <i>Joseph L. C. Cheng & Danielle L. Cooper</i>	235
---	-----

**PART V: NEW ISSUES IN GLOBAL AND
REGIONAL STRATEGY**

REGIONAL MULTINATIONALS AND TRIAD STRATEGY <i>Alan M. Rugman and Alain Verbeke</i>	253
INTERNATIONAL BUSINESS EDUCATION IN THE GLOBAL ECONOMY < ' <i>Richard W. Wright</i>	269
SUBNATIONAL IB POLICY IN AN AGE OF REGIONAL TRADE INTEGRATION <i>Larry Davidson</i>	283
THE OPEN ECONOMY AND BORDERS: REFLECTIONS OF A MANAGING EDITOR <i>Michele Fratianni</i>	305
AUTHOR INDEX	331
SUBJECT INDEX	337