



**SMS Global Strategy Interest Group
NEWSLETTER
Spring 2009**

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FROM GLOBAL STRATEGY IG CHAIR

Dear Global Strategists:

Welcome to the second issue of the SMS Global Strategy Interest Group Newsletter which was initiated by Mike Peng, last fall. I am very happy to assume the role of Global Strategy Interest Group Chair, and look forward to working in this capacity on behalf of the IG over the remainder of the year. I am also pleased to report that Venkat Subramanian (University of Hong Kong) has graciously agreed to continue editing our Newsletter over the next year, and I would encourage you to send all IG-related news to him so that he can fill the pages for future issues.

In this issue of our newsletter, we want to draw your attention to some of the highlights specifically related to our interest group from the 2008 SMS conference held in Cologne, Germany this past October, while also encouraging you to attend the 2009 conference to be held in Washington D.C.

Our IG had a significant set of pre-conference activities at the 2008 SMS, coordinated by last year's Associate Program Chair Björn Ambos (Vienna University of Economics and Business Administration). These kicked off with a Saturday night social for our IG, held on the evening *before* the main pre-conference activities at Cologne's famous "Brauhaus Früh" (more details later in the newsletter). This was followed by a rousing day of three pre-conference sessions on Sunday, October 12 on knowledge flows within MNCs, the internationalization of financial service firms, and exploring the limits of corporate social responsibility.

Within the main conference program, 42 paper proposals were accepted within our Interest Group, along with two panels. Once again, thank you to everyone who submitted proposals, served as a reviewer for the 2008 conference, as well as those who volunteered to serve as session chairs. This made my task significantly easier. Conference sessions within our track covered a wide range of areas from more traditional topics such as Competing in the Global Economy, The Internationalization of R&D and Social Issues in International Business.

As a highlight of the conference, I want to congratulate Andrea Martinez-Noya (University of Oviedo), whose paper, Technological Capabilities and the Decision to Outsource R&D Services, was selected as a finalist for both the SMS Best Conference Paper Prize and the SMS Best Conference Ph.D. Paper. Congratulations Andrea!

Lastly, I wish to thank our outgoing Global Strategy Interest Group Board Members, who recently concluded their terms. Your service to the IG was GREATLY appreciated!

Mike Peng (University of Texas at Dallas), 2007-2008 Interest Group Chair (following terms as Program Chair, 2006-2007, and Associate Program Chair, 2005-2006)

Alvaro Cuervo-Cazurra (University of South Carolina), 2006-2008 Representative-At-Large

Hemant Merchant (Florida Atlantic University), 2006-2008 Representative-At-Large

I look forward to seeing everyone in Washington D.C. in October!

Bill

IG Pre-Pre-Conference Social on Saturday Evening in Historic Cologne!

A big thank you to Björn Ambos for planning our Pre-Pre-Conference Social in Cologne at the famous “Brauhaus Früh,” one of the oldest and most famous breweries in Cologne, located a short block away from the world famous Cologne Cathedral. Approximately 22 Global Strategy IG members attended, and we all had a great time drinking the local beer (kölsch, [http://en.wikipedia.org/wiki/Kölsch_\(beer\)](http://en.wikipedia.org/wiki/Kölsch_(beer))), served in the distinctive glasses seen in the pictures below, and partaking of local food delicacies, such as the pig’s feet.



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2008 SMS IG Business Meeting Overview

On Sunday afternoon following the Pre-Conference activities, but prior to the Opening Session of the Main SMS Meeting, our IG held our annual business meeting, attended by about 15 people: Bill Newburry, Mike Peng, Bjorn Ambos, Gabriel Benito, Christiane Prange, Ronaldo Parente, Paulo Prochno, Alvaro Cuervo-Cazurra, Claudia Fabian, Rajnish Karki, Richard Lynch, David Zoogah, Timothy Devinney, Aya Chacar and Bodo Schlegelmilch. Thank you all for attending and for your feedback.

At the meeting, a number of suggestions were discussed for improving the SMS experience. These included:

- Have a particular day of the conference dedicated to “Bs” (practitioners) in order to improve their participation.
- Developing managerial-oriented version of SMJ.
- Spouse registration.
- Longer papers versus abstracts in the submission process.
- Ability to join a third Interest Group (for an extra fee) – This could increase the number of members in our IG since global strategy can overlap with most if not all other groups.

There was significant discussion about our IG sponsoring a mini-conference, similar to the recent conferences in China and India. **Update: Rolando Parente (Rutgers University, Camden) has already begun some preliminary research on a possible conference in Brazil focusing on Emerging Market Strategies. Look for more details on this in the near future.** Other possibilities mentioned at the meeting include: Dubai, Australia, Miami We also discussed the possibility of planning the mini-conference to coincide with another conference (e.g., EGOS, Asia AOM, AIB).

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Global Strategy IG Members Are Working Hard to Publish Books

The following are a sample of the books published by our members from late 2008 to the present.

Books

Gupta, A.K., & Wang, H. 2009. *Getting China and India Right: Leveraging the World's Fastest Growing Economies for Global Advantage*. Jossey-Bass/Wiley.

McGuire, S. & Smith, M. 2008. *The European Union and the United States: Competition and Convergence in the Global Arena*, Basingstoke: Palgrave Press.

Peng, M.W. 2009. *Global Strategy*, 2nd ed. South-Western Cengage Learning.

Verbeke, A. 2009. *International Business Strategy: Rethinking the Foundations of Global Corporate Success*. Cambridge University Press.

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Global Strategy IG Members Are Working Hard to Publish Journal Articles

The following are a sample of the journal publications by our members from late 2008 to the present.

Journal Articles

- Aguilera, R. & Cuervo-Cazurra, A. 2009. Codes of Good Governance. *Corporate Governance: An International Review*, (Forthcoming).
- Belderbos, R. & Zou, J. 2009. Real Options and Foreign Affiliate Divestment: A Portfolio Perspective. *Journal of International Business Studies*, (Forthcoming).
- Belderbos, R., Lykogianni, E. & Veugelers, R. 2008, Strategic R&D Location by Multinational Firms: Spillovers, Technology Sourcing, and Competition. *Journal of Economics and Management Strategy*, **17** (3), 759-779.
- Belderbos, R., Banri, I. & Wakasugi, R. 2008. Intra-firm Technology Transfer and R&D in Foreign Affiliates: Substitutes or Complements? Evidence from Japanese Multinational Firms. *Journal of the Japanese and International Economies*, **22** (3), 310-319.
- Chen, D., Newbury, W. & Park, S. 2009. Improving sustainability: An international evolutionary framework. *Journal of International Management*. (Forthcoming).
- Chen, D., Park, S. & Newbury, W. 2009. Resource condition and control of international joint ventures. *Strategic Management Journal*. (Forthcoming).
- Chintakananda, A., York, A., O'Neill, H., & Peng, M. W. (In Press). Structuring dyadic relationships between export producers and intermediaries. *European Journal of International Management*.
- Cuervo-Cazurra, A. & Dau, L.A. 2009. Structural reform and firm profitability in developing countries. *Academy of Management Journal*, (Forthcoming).
- Cuervo-Cazurra, A. & Dau, L.A. 2009. Structural reform and firm exports. *Management International Review*, (Forthcoming).
- Lin, Z., Peng, M.W., Yang, H. & Li Sun, S. 2009. How do networks and learning drive M&As? An institutional comparison of China and America. *Strategic Management Journal*, (Forthcoming).
- McGuire, S., Fai, F. & Ozaki, T. 2009. Path dependency as a political construct, the disruptive influence of technology and Japanese Aerospace, *International Journal of Technology Management*, 47(3/4) , (Forthcoming).
- Meyer, K.E., Estrin, S., Bhaumik, S. & Peng, M.W. 2009. Institutions, resources, and entry strategies in emerging economies. *Strategic Management Journal*, **30** (1): 61-80.
- Newbury, W. & Thakur, P. 2009. Multi-level impacts on perceived career opportunity from global integration: Human capital development within internal institutional environments. *International Journal of Human Resource Management*, (Forthcoming).
- Peng, M.W., & Hao, C. 2009. Strategic responses to domestic and foreign institutional pressures in the Chinese toy industry. *International Studies of Management and Organization* (Forthcoming).
- Peng, M.W., & Yi, J. 2009. Institutions behind family ownership and control in large firms. *Journal of Management Studies*, (Forthcoming).
- Peng, M.W., & Khoury, T.A. 2008. Unbundling the institution-based view of international business strategy, in Alan Rugman (ed.), *Oxford Handbook of International Business*, 256-268. New York: Oxford University Press.
- Peng, M.W. & Pleggenkuhle-Miles, E.G. 2009. Current debates in global strategy. *International Journal of Management Reviews*, **11** (1): 51-68.
- Peng, M.W., Li Sun, S. Pinkham, B. & Hao, C. 2009. The institution-based view as a third leg for a strategy tripod. *Academy of Management Perspectives*, (Forthcoming).
- Peng, M.W., Wang, D.Y.L. & Yi, J. 2008. An institution-based view of international business strategy: A focus on emerging economies. *Journal of International Business Studies*, **39** (5): 920-936.
- Segal-Horn S. & Dean. A. 2009. Delivering Effortless Experience Across Borders: Managing Internal Consistency in Professional Service Firms. *Journal of World Business*, **44** (1): 41-51.
- Su, Yu-S., Tsang, E., & Peng, M.W. 2009. How do internal capabilities and external partnerships affect innovativeness? *Asia Pacific Journal of Management*, **26**, (Forthcoming).
- Tong, T.W., Reuer, J.J. & Peng, M.W. 2008. International joint venture and the value of growth options. *Academy of Management Journal*, **51** (5): 1014-1029.
- Un, C.A., Cuervo-Cazurra, A. & Asakawa, K. 2009. R&D collaborations and product innovation. *Journal of Product Innovation Management*, (Forthcoming).
- Un, C.A., & Cuervo-Cazurra, A. 2008. Do subsidiaries of foreign MNEs invest more in R&D than domestic firms? *Research Policy*, **37** (10): 1812-1828.

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