

ACADEMY OF INTERNATIONAL BUSINESS, SOUTHEAST ASIA CHAPTER

Annual Report 2012-13

I. Current and Incoming Officers

Dr. T. S. Chan, Associate Vice President and Shun Hing Chair Professor of Marketing, Lingnan University is the Chapter Chair for AIBSEAR. Lingnan University, through its Hong Kong Institute of Business Studies (HKIBS), provides basic administrative support to AIBSEAR. A five-member Regional Board works closely with the Chapter Chair in formulating policies and handling administrative matters relating Chapter activities. Current Board members include: Dr Vincente Fabella, President, José Rizal University, Philippines; Professor Geng Cui, Lingnan University, Hong Kong; Professor Y. K. Ip, Dean, School of Business and Administration, Open University of Hong Kong, Hong Kong; Dr Eva Khong, City University of Macau, Macau; and Dr Alfred Wong, Lingnan University, Hong Kong.

II. Summary of Membership

AIB at its recent Board meeting decided to move the country Pakistan from Southeast Asia Chapter to the MENA Chapter and to move Taiwan, Hong Kong, and Macau back to Southeast Asia Chapter from China Chapter. As a result, membership of the Southeast Asia Chapter has changed quite significantly. As of 18 April 2013, we have a total of 241 members.

With the 2012 AIB Xiamen Regional Conference, we add 37 new/renewal members to AIB.

III. Summary of Meetings Held This Year

AIBSEAR Chapter Meeting 2012

The 2012 AIBSEAR Conference, with the theme: *Multinationals and Global Consumers: Tension, Potential, and Competition*, was held during December 6-8, 2012 in Sheraton Xiamen Hotel, Xiamen, China. There were a total of 54 papers presented in 14 concurrent sessions, with more than 70 participants. They came from 16 countries/cities: Australia, Canada, China, Germany, Hong Kong, Indonesia, Japan, Korea, Macau, New Zealand, Taiwan, Thailand, the Philippines, UK, USA and Vietnam.

Prof Shige Makino, Professor and Chairman of the Department of Management and Director of the Centre for International Business Studies, The Chinese University of Hong Kong, and Professor Lijuan Deng, Vice Dean of the Taiwan Research Institute, Xiamen University, delivered keynote speeches on “*International Business Research in Asia*” and “*The Trend of the Economic Relationships Development between Mainland China and Taiwan after the 18th National Party Congress*” respectively. The conference papers were published electronically in the form of a compact disk with the ISBN No. 978-962-8134-14-0.

IV. Plans for Future Meetings

AIBSEAR Chapter Meeting 2013

The 2013 AIBSEAR Conference, with the theme: *International Business Cooperation, Competition, and Coopetition in Asia*, is scheduled for December 5-7, 2013, to be held in Bali, Indonesia. The conference venue will be at The Stones Hotel.

AIBSEAR Chapter Meeting 2014

In our last board meeting held in Xiamen, it was proposed to hold our next regional conference in Macau to celebrate our Chapter's 30th Anniversary.

V. Other Initiatives

The first JIBS Paper Development Workshop was held on December 6, 2012 at the Sheraton Xiamen Hotel. Professor David Thomas, Area Editor of JIBS delivered the Opening Remark on "*Publishing in JIBS*". Professor Shige Makino, Professor David Thomas, Dr Daphne Yiu and Dr Xufei Ma were invited to discuss effective ways to develop papers for submission to JIBS. Six young researchers were invited to participate in the Workshop. Our appreciation to the AIB Board for the financial support provided.

Four papers submitted to the 2012 AIBSEAR Chapter Meeting were selected to receive our "Best Paper" awards. The awards were conferred during the Conference Dinner on December 6, 2012 at the Xiamen Jingmin North Bay Hotel.

<u>Paper Title</u>	<u>Authors</u>
Determinants of the Perceived Attractiveness of Chinese Products by German Consumers. A Social Identity and Social Learning Perspective	<i>Dirk Holtbrügge (University of Erlangen-Nürnberg, Germany) and Heidi Kreppel (University of Erlangen-Nürnberg, Germany)</i>
The Fundamental Institutions of Free Market Capitalism - Induced International Acquisition Performance)	<i>Susan Hong Zhu (The Chinese University of Hong Kong, Hong Kong) and Mario Schijven (Texas A&M University, United States of America)</i>
Internal Marketing Orientation (IMO) and Organizational Performance	<i>Qionglei Yu (Zhejiang Gongshang University, China) and Bradley R Barnes (University of Sheffield, United Kingdom)</i>
Is Cultural Difference a Barrier for Overseas Investment? A Study of the Location Choice of Chinese Multinationals	<i>Xiaolin Li (Guangdong University of Business Studies, China), Geng Cui (Lingnan University, Hong Kong), and Tsang-sing Chan (Lingnan University, Hong Kong)</i>

To solidify and showcase outstanding research in international business, consumer research, and marketing strategies relating to Southeast Asia region, the first book of our AIBSEAR Series with Palgrave MacMillan is scheduled for publication around October 2013. The title of our second book is "*The Asian Century: Cooperation, Competition, and Coopetition*". Papers accepted and presented at the Bali Conference will be assessed and invited for inclusion in the book.