**APPENDIX 2: Annual meeting, their locations, their organizers, and papers**

**1973:** **held in Manchester (UMIST), organizer: Michael Z Brooke.**  
Research report, papers by John Dunning on the state of the art.

**1975:** **held in Reading, organizer Mark Casson.**  
Theme: ‘Servicing Foreign Markets’,  
Papers presented by: Robert Hawkins (USA), Mark Casson, Peter Buckley, Tom Parry, John Stopford John Dunning

**1978:** held in Bradford, organizer: Peter Buckley

**1979:** held Manchester, organizer: Michael Z Brooke

**1982:** held in Reading, organizer Mark Casson

**1983:** held in Strathclyde, organizer Stephen Young

**1984:** held in Bradford, organizer Peter Buckley

**1985:** held in Manchester at UMIST, organizer Stanley Paliwoda

**1986:** held at Central London Polytechnic, organizer Brian Shaw

**1987:** **held in Lancaster, organizer Vudayagi Balasubramaniam**  
Papers were presented by: E P Hibbert (Durham), G Whitefoot (Arthur Anderson), G Lancaster and L Belpeer (Huddersfield Polytechnic), F Burton and A Hammoutine (UMIST), J Foreman-Peck (Newcastle), P Enderwick (Queen’s University, Belfast), J Clegg (Bath), P Collins (Kingston Polytechnic).

**1988: held at Thames Polytechnic, organizer Carla Millar.  
Theme: ‘New Frontiers in IB’**Papers were presented by:  
Peter Buckley, C.L.Pass and Kate Prescott (Bradford),  
 ‘Measures of international competitiveness’  
John Byrne (Monitor Cy),  
 ‘The identification and measurement of international strategy’  
David Hayes, Peter Grinyer and Peter McKiernan (NEDO / St Andrews),  
 ‘Sharpbenders: the process of marked and sustained improvement in company   
 performance’  
Grazia Ietto-Gillies (South Bank),   
 ‘A global approach in assessing the impact of international production’  
Edgar Hibbert (Durham),  
 ‘Managing design to improve international competitiveness’  
Nick Nicholls (Bath)  
 ‘International marketing of educational services’  
Wilma Hoffman (Texas at El Paso),  
 ‘Cooperative strategizing’  
Eileen Giles (Thames),  
 ‘The management of change at Xerox’  
Peter Enderwick (Queens, Belfast),  
 Multinational service firms: the current state of knowledge and research needs’  
Nigel Mansfield (Strathclyde),  
 ‘The construction services sector, an application of the eclectic approach’  
Jim Hamill (Strathclyde),  
 ‘British acquisitions in the US’  
Hafiz Mirza (Bradford),  
 ‘Japan pre-war foreign investment and pacific Asia in the 1980’s’  
Zainal Mohammed (Edinburgh),  
 ‘Strategic planning in agro-public enterprises in Malaysia’  
Eugen Jehle (Bradford),  
 ‘The impact of intelligent fiscal policies: how to bring down frontiers in international   
 business?’

**1989: held at Bath, organizer Jeremy Clegg.  
  
Papers presented by:**Mark Casson and Francis Chukujama (University of Reading)  
 ‘Countertrade: Theory and Evidence.’  
John Cantwell (University of Reading)  
 ‘The Role of Foreign Direct Investment in Development in Africa.’  
Fred Burton (UMIST)  
 ‘Determinants of the Location of Foreign Direct Manufacturing Investment in   
 Developing Countries.’  
Jim Hamill (University of Strathclyde)  
 ‘Multinational Activity in the Mediterranean Rim Textile and Clothing Industry.’  
Homi Katrak (University of Surrey)  
 ‘Market-Rivalry, Government Policies and Multinational Enterprises’ Choice of   
 Techniques in Less Developed Countries.’  
Rhys Jenkins (University of East Anglia)  
 ‘The Impact of Foreign Investment Analysis vs Industry Studies.’  
Patrick Artisien, Matija Rojec and Marjan Svetlicic (University of Cardiff)  
 ‘Yugoslav Foreign Direct Investment in Less Developed Countries.’  
Klaus Weiermair, (ESC Lyon Graduate School of Business)   
 ‘On the Transferability of Management Systems: The Case of Japan.’  
Peter Buckley and Mark Casson (Bradford and Reading)  
 ‘Multinational Enterprises in LDCs: Cultural and Economic Interaction.’  
Charles Crespy and Van Miller (Miami University and University of Daytona)  
 ‘An Empirical Test of Foreign Direct Investment Theories.’  
John Formby and S Sundarrajan (University of Alabama)  
 ‘Multinational Banks, LDCs and the International Debt Crisis: Prospects for   
 Stability.’  
Raj Aggarwal and Pervez Ghauri (John Carroll University and Oslo Business School)  
 ‘The Evolution of Multinationals from a Small Economy: A Study of Competitive ~   
 Strategies of Swedish Firms in Asia.’  
Donald J Lecraw (University of Western Ontario)  
 ‘MNEs and the Developing Countries; FDI Determinants and Effects.’  
Peter Enderwick (University of Waikato)  
 ‘Service Sector Multinational and Developing Countries.’  
Edward M Graham (Duke University)  
 ‘Strategic Trade Policy’ and ‘Multinational Enterprise in Developing Countries.’

**1990: held at the University of Strathclyde, organizer Stephen Young.   
Europe and the Multinationals: Issues and Responses for the 1990s**Papers presented by: Ken J Peattie (Cardiff Business School)  
 ‘Multiple Views of the Single Market: International Perspectives on the Prospects for   
 1992.’Phillip A Dover and Michael McClain (Babson College, Wellesley, Massachusetts)  
 ‘Europe 1992: Implications for US Companies.’Marilyn A Stone (Heriot-Watt Business School)  
 ‘Spain and the Single European Market: Developing Marketing Opportunities for   
 British Industry in 1992 and Beyond.’Bert Piez and Henk Ritsema (University of Groningen, Netherlands)  
 ‘Europe 1992: Fortress or Playground?’Dorothea Platt (University of Bradford Management Centre)  
 ‘Gains from the Single European Market: Predictions and the Emerging Reality.’Madhav Kacker (Suffolk University, Boston, USA)  
 ‘Multinational Operations of European Retailers.’Paul Boldy (University of Bradford Management Centre)  
 ‘1992 and the Cosmetics Industry.’Hafiz Mirza, Peter j Buckley, Christopher L Pas and John R Sparkes (Bradford)  
 ‘Government-Industry Relations in Japan and Europe.’Susan Segal-Horn and John McGee (Cranfield School of Management)  
 ‘Strategic Space and Industry Dynamics: The European Food Industry. ’Steven Young and Stewart Dunlop (Strathclyde IB Unit)  
 ‘Competitive Dynamics in the World Machine Tool Industry: Battleground UK.’John H Dunning (University if reading and Rutgers University)  
 ‘European Integration and Transatlantic Foreign Direct Investment: The Record   
 Assessed. ’Ewen Peters (Scottish Development Agency)  
 ‘Europe 1992 Regional and Corporate Integration.’Stephen J Porth (St Joseph’s University, USA)  
 ‘International Marketing Strategy, Structural Designs, and Management Process.’Stanley Paliwoda and Piotr Galazka (UMIST)  
 ‘Joint Ventures in Poland: Potential and Actual Performance with Special Reference   
 to the Chemical Industry.’Colin Wheeler and Keith Fletcher (Strathclyde IB Unit)  
 ‘Database Marketing for International Markets.’Jim Hamill and Sawsan El-Hajjar (Strathclyde IB Unit)  
 ‘Strategic Alliances: A Way Forward to Europe?’Steve Fothergill and Nigel Guy (Reading/N. Ireland Economic Research Centre)  
 ‘Plant Closures in the 1980s: Lessons for the 1990s.’Michael C McDermott (Strathclyde IB Unit)  
 ‘The Development and Internationalization of the South Korean Electronics   
 Industry.’Mark Casson and Jurong Zheng (University if Reading)  
 ‘Western IB Operations in China.’Pervez N Ghauri (Oslo Business School)  
 ‘The Management of Headquarter-Subsidiary Relationships in Swedish   
 Multinationals.’Mats Forsgren and Ulf Holm (University of Uppsala, Sweden)  
 ‘Internationalization of the Second Degree: From Centre-Periphery to Multi-Centre   
 Structures.’Carla Millar (Thames Business School, Thames Polytechnic)  
 ‘“Culture’s Clusters” Consequences for Managers Europe.’Hussein Jalilian (University of Southampton)  
 ‘A Model of Direct Foreign Investment and Technology Transfer.’Allan Webster (University of Reading)  
 ‘The Prospects for European Investment in LDCs.’Nick Kuenssberg (Director, Coats-Viyella)  
 ‘International Management: Training and Development at Coats-Viyella.’

**1991: held at South Bank Polytechnic, organizers Howard Coz, Grazia Ietto-Gillies.  
Theme: ‘Changing patterns if IB involvement: short and long  
run perspectives.’**

Papers presented by:

J Cantwell (Reading University)  
 ‘The Technological Competence Theory of International Production and its   
 Implications.’

N Mansfield (Strathclyde University)  
 ‘Technology Transfer’s Changing Role in the Construction Industry.’  
A Shao (University of N. Carolina) and J Hill (University of Alabama)  
 ‘Approaching the Soviet Advertising Market: What Should U.S. Advertising Agencies   
 Expect?’

C Millar (Thames Business School)  
 ‘Changing Patterns in IB: A Chance for Marketing in Eastern   
 Europe?’

J Clegg (Bath University Management School)  
 ‘Investigating the Determinants of Service Sector FDI.’

G Jones (Reading University)  
 ‘British Multinational Banking Strategies in Historical Perspective.’

H Radice (Leeds University)  
 ‘Multinational Corporations and Eastern Europe.’

W J Otta (Poznan Academy of Economics)  
 ‘Strategic Adjustment: E. European Firms in IB, the Case of   
 Poland.’

E Davies (London Business School Centre for Business Strategy)  
 ‘Internationalization in Accounting and other Professional Services.’

A Treadgold (Templeton College, Oxford)  
 ‘Trends in Internationalization of Retailing.’

R Schoenberg and J Wheeler (Imperial College, Management College)  
 ‘Patterns in the International Automotive Industry: Internal Parenting vs Partnering;   
 Japan vs the United States.’

C Knapp (South Bank Polytechnic)  
 ‘The Influence of Human Resource Management Practice of Multinational   
 Corporations.’

J Hamill (Strathclyde University)  
 ‘Changing Patterns of IB: Crossborder Mergers, Acquisitions and   
 Strategic Alliances.’

J Savary (Toulouse University)  
 ‘From Multidomestic to Global Strategies for Companies in Europe.’

G Ietto-Gillies (South Bank Polytechnic)  
 ‘Changes in the Degree of Geographical Concentration of Foreign Direct Investment:   
 the U.K. Case.’

N Grimwade (South Bank Polytechnic)  
 ‘Dumping, Anti-dumping Policy and the Uruguay Round.’

H Mirza (University of Bradford Management Centre)  
 ‘The Past, Present and Future of Sogo Shosha.’

C Huang, Y Liu and Z Yin (Strathclyde University and S.W. China University)  
 ‘Outward Investment from China.’

**1992: held at Brighton Polytechnic, organizer Barry Scherer.  
IB and international competitiveness.**

Papers presented by:

Christos Nicolaidis (University of Reading)  
 ‘Cultural Determinants of Corporate Excellence.’

Malcolm Chapman (University of Bradford Management Centre)  
 ‘Defining Culture – A Social-Anthropological Perspective.’

Carla Millar (University of Greenwich)  
 ‘The Emergent Consumer: Evolving Markets and Values in Eastern Europe.’

Mo Yamin (Manchester University)  
 ‘Quality Variation, Generic Marketing and Globalization.’

Michael Reilly (BT Tymnet Europe and Brighton Business School)  
 ‘TQM Theory and Application in British Telecommunications PLC.’

Paul Levy (Centre for Business Research)  
 ‘Total Quality Management in the Supply Chain.’

Rebecca Harding (Brighton Business School)  
 ‘Implementing Strategic Change – Survey of British and German Workers.’

Paul Walker (Portsmouth Business School)  
 ‘International Competitiveness, FDI and German Manufacturing ‘1976-1988’.’

Wolfgang Berger (Fachhochschule fur Wirtschaft, Pforzheim, Germany)  
 ‘Organizational Structure and Global Productivity.’

Edward M Roche (Seton Watson University, USA)  
 ‘Planning for Competitive Use of Information Technology in MNEs.’

Nigel Mansfield (University of Strathclyde)  
 ‘Joint Ventures between Western and Polish Construction Companies: An Empirical   
 View from Poland.’

Ellen Hertzberg (University of Strathclyde)  
 ‘International Marketing in the Heavy Mechanical Engineering Industry.’

Peter B Smith (University of Sussex)  
 ‘Managerial Decision Making and National Culture.’

Monir Tayeb (Heriot-Watt University)  
 ‘The International Manager: Cross Cultural Issues.’

Paul Oakley (Brighton Business School)  
 ‘Successful High-Tech NPD: Facilitation through Overseas Launch.’

Keith Perks and Peter Bell (Brighton Business School)  
 ‘Distribution Factors in IB.’

David Crick and Marian Jones (Leicester University and Strathclyde University)  
 ‘How do UK Exporters Differ in their International Marketing Research Activities?’

Sandy Meredith (Centre for Business Research)  
 ‘Environmentalism and IB: Who will have the Competitive   
 Edge?’

Helen Berry (Brighton Business School)  
 ‘Industrial Policy in the EC: Why the British and French May Find it Hard to Agree.’

Gordon Burt (Open University)  
 ‘London: The International Competitiveness of a World Financial Centre.’

**1993: held at the University of Glamorgan, organizer George Chryssochoidis.  
Theme: Internationalisation Strategies**

Papers presented by:  
Neil Hood and David J McArthur  
 ‘The Evolution of Internationalization in the European Electricity Industry.’  
Eleanor J Morgan  
 ‘Internationalization and the Control of ‘Concentrations’ in the European Market – A   
 Strict Competition Policy?’  
Stephen Young and Neil Hood  
 ‘Inward Investment in the European Community in the 1990s.’  
George M Chryssochoidis  
 ‘Strategy Variations Between Successful Manufacturers – Exporters With Different   
 Dominant Market Orientation (Overseas vs Domestic Markets)’  
Mercedes Douglas  
 ‘Are the Characteristics of Successful Exporters from a Developing Country Similar to   
 those of Developed Countries?’  
Len Tiu Wright  
 ‘Pricing in the Mix.’  
Ysanne M Carlisle  
 ‘Towards a More Unified Theory of IB’  
Kevin Campbell  
 ‘The Transaction Cost Theory of the Multinational Firm – Evidence from the Intellectual Property Content of Licensing Agreements.’  
Jonathan Knowles  
 ‘Exploring the Idea of IB Strategy.’  
San Rajagopal and Kenneth N Bernard  
 ‘Globalization of the Procurement Process – A Strategy for Improving   
 Competitiveness in Changing International Markets.’  
Vitorio Chiesa and Mauriziko Barbeschi  
 ‘An Alternative Perspective for Global Management of the Technical Activities.’  
Martin Evans  
 ‘Past, Present and Future Market Targeting Across the EC and USA – The Domesday   
 Scenario.’  
Chris Gore and Kate Murray  
 ‘A Case Study – ICL’s Strategy for Europe.’  
Wei Ping Wu  
 ‘A Study of the Determinants of EC Firms Entry Mode Choice into the Chinese   
 Market – Licencing or Joint Venture?’  
H C Dong, Peter J Buckley and H Mirza  
 ‘International Joint Ventures in China from a Managerial Perspective – A Comparison   
 between Different Sources of Investment.’  
Trevor Buck, Igor Filatochev and Mike Wright  
 ‘The Re-Integration of State Enterprises of the Former USSR.’  
Alec Wersun  
 ‘Emergent Strategies in the Russian Apparel Industry.’  
Hartmut-Heinrich Myer  
 ‘Strategies for Management Consultancy – The Challenge in East Europe to Assist   
 Small and Medium Sized Companies – A Case Study/Discussion Paper.’  
Carlos Brito  
 ‘Port Wine, Collective Action and International Competitiveness.’  
Dave Crick and Robert Bradshaw  
 ‘Export Success – An Investigation into the Export Performance of the Queen’s   
 Award for Export Winners Ten Years Later On.’  
Dave Crick and Marian Lo  
 ‘An Empirical Investigation into ways of Evaluating UK Government Export   
 Assistance to the SMEs with Particular Reference to the Promotion of Assistance   
 Schemes.’  
Timothy Clark and Geoff Mallory  
 ‘The Impact of Strategic Choice on the Internationalization of the Firm.’  
Fred N Burton and A R Cross  
 ‘A Clarification of the Concept of International Franchising in Foreign Market Entry   
 Mode Analysis.’  
Niklas Arvidsson  
 ‘Influential Processes in Professional Business Service Firms Entering Foreign   
 Markets – Some Hypotheses.’  
Malcolm Chapman and Peter J Buckley  
 ‘Economic and Social Anthropology – Theory and Method in IB   
 Research.’  
Ian Evans  
 ‘A Study of the Relationship between Culture and Product Feature Performance.’  
Christos Nicolaidis  
 ‘National Culture, Corporate Culture and Economic Performance – An   
 Interdisciplinary Synthesis.’  
Nigel R Mansfield and H Kidula  
 ‘The Expansion of the Kenyan Construction Services Sector in the Context of   
 International Competition – Some Cultural Influences.’  
J W Gakunga, F H Mustapha, S Wile and J L Taylor  
 ‘An Expansion Strategy for Building Materials Industries in Developing Countries   
 with Special Reference to Kenya.’  
Yehuda Baruch  
 ‘Organizational Career Planning and Management Techniques and Activities in Use.’  
Philip Harris, Barry Davies, Ruth Schmidt and Claudio Vignali  
 ‘Joint Ventures and Strategic Alliances as a Modern Corporate Marketing Tool -   
 European Perspective.’  
Yoram Zeira and Barbara Parker  
 ‘A Profile of International Joint Ventures Operating in England and Factors Affecting   
 their Success.’  
Keith D Brouthers and Lance E Brouthers  
 ‘Competing like the Global Giants – the Why, When and Where of Strategic   
 Alliances.’  
Nikos Tzokas and Mike Saren  
 ‘International Participation in the Esprit Programme - Towards a Technologically   
 Two-Tier Europe.’  
Rebecca Marschan  
 ‘Relationship between Information Processing and Transnational From of   
 Organization – A Theoretical Framework.’  
Jim Blythe  
 ‘Sourcing of Goods from Eastern Europe.’  
Atsede Woldie  
 ‘Managing Change from a Market Economy to a Socialist Economy – The Case of   
 Agricultural and Industrial Development Bank of Ethiopia.’  
Dimitar M Ivanov and Ivo St Kovachef  
 ‘Models and Reality in the Economic Reforms in Eastern Europe.’

**1994: held at Manchester, organizer Fred Burton.  
Theme: The Changing European Environment.**   
  
Papers presented by:  
Stephen Young, Neil Hood and Cameron Hood  
 ‘Transatlantic Perspectives on Inward Investment and Prospects for Policy   
 Reconciliation.’  
Eleanor J Morgan  
 ‘Supranational Competition Policy? Merger Regulation in the ‘Single’ European   
 Market and Beyond.’  
Wendy Currie  
 ‘The Role of Industrial Policy in the Global Economy.’  
Simon Booth and Anuradha Basu  
 ‘Institutions Competitiveness and Economic Adjustment in East Europe.’  
Sue Bridgewater, Peter McKiernan and Robin Wensley  
 ‘Strategic Investment by Western Firms in Markets in Transition: The Case of the   
 Ukraine.’  
Mo Yamin  
 ‘The Nature of Market Exchange: Discouraging Implications for Transitional   
 Economies.’  
Adamantios Diamantopoulos and Heidi Winklhofer  
 ‘Differences in Export Characteristics Among Users of Export Marketing   
 Research: Evidence from Two European Countries.’  
Richard van Tol, Tako de Roode, Keith D Brouthers and Lance Brouthers  
 ‘The Impact of International Risk on Entry Mode Selection in Dutch   
 Manufacturing Firms.’  
Fred Burton and Adam Cross  
 ‘The International Franchise Entry Mode: An Analysis.’  
Jim Hamill, Pam Castledine and Michael C McDermott  
 ‘Foreign Acquisitions in the UK: Impact and Policy.’  
Christos S Nicolaidis  
 ‘The Law of the Jungle: An Evolutionary Perspective on Competition and Co-  
 operation in IB.’  
Dorothea Noble  
 ‘Spanish and the UK Companies and Co-operation: An Examination of the   
 Co-operative Strategies in the FDI Expansion of Spanish Parent Companies in   
 the UK and of the UK Companies in Spain.’  
Michael McDermott, Jim Hamill and Jim McKnight  
 ‘Defensive Voluntary Foreign Divestment Theory and Empirical Evidence of   
 US MNE’s in the European Union: The Digital and Hoover Cases.’  
Vivienne Shaw  
 ‘Standord Deutschland – Under Threat?’  
Marie McHugh, Kate Greenan, Eddie McAleer and Patrick McNamee  
 ‘The Channel Tunnel: Implications for the Management of Firms on the   
 European Periphery.’  
Geoff Mallory, Timothy Clark and Derek Pugh  
 ‘Organisation Structure Strategy and Structural Change in European   
 Manufacturing Organisations: A Preliminary Report.’  
Shaukat Ali and Hafiz Mirza  
 ‘Market Entry Strategies in Eastern/Central Europe.’  
Delores O’Reilly  
 ‘Market Entry Strategies in a Liberated Air Transport Sector.’  
Eammon Sweeney and Glen Hardacre  
 ‘The Significance of Organisational and National Perception in Relation to   
 Developing and Maintaining Competitive Advantage.’  
Grazia Ietto-Gillies  
 ‘Explaining International Production in the Context of Regulatory and   
 Macroeconomic Regimes.’  
Sidney Gray  
 ‘Cultural Perspectives on the Measurement of the of Corporate Success.’  
Edgar Hibbert  
 ‘The UK Pharmaceutical Industry – A Sectoral Analysis of Export Performance.’  
Malena Flemmer  
 ‘Consumption Culture and Food: North and South.’  
Peter Buckley and Nick Freeman’  
 ‘Market Entry and Investment in Vietnam: Long Term Enticements and Short Term   
 Hurdles.’  
Paul Cook and Colin Kirkpatrick  
 ‘Privatisation in Transitional Economies: A Comparison of European and Asian   
 Experience.’  
Ray Loveridge  
 ‘Sponsoring World Class Players: The State as Owner, Manager, Coach and Referee   
 in the Global Corporate Game.’  
Patrick McNamee and Hongchuan Wang  
 ‘European Integration and Corporate Strategy: An Empirical Study of Multinational   
 Companies in a Peripheral Region.’  
Frank McDonald and Margaret Potton  
 ‘Is the Single European Market a Real Single Market?’  
Michael Hughes  
 ‘Transition in the Ownership and Control of Central and East European Enterprises:   
 Proprietary Interests and Management.’  
Trevor Buck, Igor Filatotchev and Mike Wright  
 ‘Buyouts and the Transformation of Russian Industry.’  
Siobhan Bygate, Vince Edwards, Anne Mills and Gennadij Polonskij  
 ‘Small is Beautiful: The Best Way Forward for Eastern Europe?’  
Nigel Holden and Victoria Mejevitch  
 ‘Customer Orientation Characteristics of Russian Construction Companies during   
 Perestroika and in the Transition to the Market Economy.’  
Monir Tayeb  
 ‘The Competitive Advantage of Nations: The Role of HRM and Its Socio-Cultural   
 Context.’  
Niels Jense, Keith Brouthers and George Nakos  
 ‘Porter ‘Diamond’ or Multiple ‘Diamond’: Competitive Advantage in Small European   
 Countries.’  
Herbert Wilson and Agu Ananaba  
 ‘International Perceptions of Motivations and Net Benefits of New Forms of   
 Investment: A Comparative Study of UK and Foreign Multinationals.’  
Alec Wersun   
 ‘The Development of Russian Industry: Key Drivers of Change.’  
Brian Kenny, Bob Trick and Eleanor Davies  
 ‘Economic Reform and Manager Development.’  
Rudi Kaufmann, Barry J Davies and Ruth Schmidt  
 ‘Motivation Management and Marketing – An Eastern German Case Study.’  
James Liu  
 ‘Internationalisation Strategy and Transfer of Management Policies to the EC: The   
 Experience of Taiwan.’  
Kate Prescott  
 ‘Single Market Homogeneity – Myth or Reality. Strategic Opportunities for Retail   
 Financial Firms in the Single Market.’  
Elke Pioch and Paul Brook  
 ‘Foundering the Wake of Neo-Liberalism: The Integration of Retailing into the Single   
 European Market.’  
Phil Harris and Colin Dowse  
 ‘Broadsword Plc – The Background to and Birth of a Joint Venture Company to   
 Supply the European Retail Apparel Market.’  
Marina Papanastassiou and Robert Pearce  
 ‘The Creation and Application of Technology by MNE’s Subsidiaries in Europe and   
 their Role in Global Innovation Strategy.’  
Frank Mueller and Fred Steward  
 ‘Competitive Capabilities in Heterogenous Markets: The Case of Multinational   
 Pharmaceutical Companies.’  
Carlos Hemais, Robin Wensley and Richard Whittington  
 Market Entry Strategies Used by British Industry in the Process of Commercialisation   
 of Technology.’  
Jeremy Clegg  
 ‘United States Foreign Direct Investment in the European Community: The Effects of   
 Market Integration in Perspective.’  
Tomris Yilmaz  
 ‘Reglobalisation or the Deepening Process of Globalisation.’  
Mark Steele  
 ‘The Reality of Trade and Currency Blocs and Rivalry.’  
Richard Schoenberg  
 ‘European Cross-Border Acquisitions: The Impact of Management Style Differences   
 on Performance.’  
Dagmar Ebster-Grosz and Derek Pugh  
 ‘Successful Cross Cultural Configurations in Anglo-German Collaboration.’  
Malcolm Chapman and Peter Buckley  
 ‘The Use of ‘Native Categories’ in Management Research.’

**1995:** **held at Bradford, organizers Peter Buckley and Hafiz Mirza.  
Theme: IB: Functional Dimension.**  
  
Papers presented by:  
Veronica Hope and John Hailey  
 ‘Beyond Human Resource Management: Internationalisation, Localisation and   
 Building Trust.’  
Christos S Nicolaidis  
 ‘Beyond Functional Research: Aesthetics, Strategic Management and International   
 Business.’  
Wei-Ping Wu  
 ‘Toward a Core Concept of Cross-Cultural Adjustment: Culture Block.’  
Malcolm Chapman and Christos Antoniou  
 ‘Uncertainty Avoidance in Greece: An Ethnographic Illustration.’  
Patrick Arens, Keith D Brouthers and Lance Eliot Brouthers  
 ‘Environmental Turbulence in a Newly Opened Economy: A Partial Test of Oliver’s   
 Framework.’  
Glenn Hardaker and Pervaiz K Ahmed  
 ‘International Approaches to Computer Integrated Manufacturing: Perspectives   
 from Europe, America and Japan.’  
Simon S Gao   
 ‘International Leasing vs Import: Theory and an Evaluation Model.’  
Dorothea Noble  
 ‘Foreign Direct Investment in Market Entry and Servicing: The Case of Spain.’  
Marina Papanastassiou and Robert Pearce  
 ‘The Value-Adding Procedure of Scientific Inputs in the Overseas R&D Laboratory:   
 From Recruitment to the Board of Directors, An Inter-Functional Process.’  
J H Taggart  
 ‘Leasing International Drug R&D: Choosing Between Countries and Within   
 Countries.’  
Eleanor Morgan and Nick Crawford  
 ‘The European Network of Regional Technology Advisory Centres and SME Support:   
 A Service Marketing Perspective.’  
T C Melewar and John Saunders  
 ‘The Relationship Between Degree of Headquarter Control and Standardisation of   
 Corporate Visual Elements: An Empirical Study of UK Multinational Corporations and   
 their Malaysian Counterparts.’  
J H Taggart  
 ‘Integrating Corporate and Subsidiary Strategies: The Scottish Experience.’  
Adamantios Diamantopoulos and John Cadogan  
 ‘Internalising the Market Orientation Construct: An In-Depth Interview Approach.’  
Frank Bartels  
 ‘Multinational Enterprise Investment Decision Making: Case Examination of Strategic   
 Management Interactions between European Subsidiaries and their Subsidiaries in   
 Sub-Saharan Africa.’  
Devashish Pujari and Gillian Wright  
 ‘Global Dimensions of Ecological Concerns: Opportunities, Challenges and   
 Implications for IB.’  
A M Winklhofer and Adamanatios Diamantopoulos  
 ‘The Practice of Sales Forecasting: A Qualitative Study.’  
J H Taggart and Neil Hood  
 ‘Perspectives on Subsidiary Strategy in German Companies Manufacturing in the   
 British Isles.’  
Adamantios Diamantopoulos and Anne L Souchon  
 ‘Instrumental, Conceptual and Symbolic Use of Export Information: An Exploratory   
 Study of UK Firms.’   
Ram Mudambi and Claus Peter Schrunder  
 ‘Progress Towards Buyer-Supplier Partnerships: Evidence from Small and Medium Sized Manufacturing Firms.’  
David O Faulkner  
 ‘The Management of International Strategic Alliances.’  
Yuan Lu  
 ‘Relational and Paradoxical Nature of Business: Review of Some of the Literature of   
 International Strategic Alliances.’  
David Shipley, Colin Egan, Bill Neale, Graham Hooley and Judit Danko  
 ‘British Experience and Intentions with Joint Ventures: An Exploratory Study.’

**1996:held at Aston business School: organizer Graham Hooley  
Theme: IB: taking stock and moving forward.**  
  
Papers presented by:  
J Bell and S Young  
 ‘Towards an integrated framework of the internationalisation of the firm.’  
S Bridgewater, G Murray and C Morris  
 ‘The internationalisation of small venture capital funded, high technology firms:   
 preliminary finds.'  
D Ebster-Grosz and D Pugh  
 'Successful Anglo-German business collaboration’  
N Noorderhaven, M Vunderink and P Lincoln  
 ‘African values and African management: a research agenda.’  
J Taggart,  
 ‘Core and periphery: evidence from Ireland and Scotland,’  
A Ali and H Mirza  
 ‘Entry mode and performance in Hungary and Poland: the case of British firms.’  
Q van Dam, K Brouthers and L Brouthers  
 ‘Investments in Central and Eastern Europe: a comparison of Dutch and US firm   
 activities.’  
D Williams and D Smith  
 ‘Entry modes and subsidiary roles: key issue in assessing the local impact of FDI.’  
J Birkinshaw, N Hood and S Johnsson  
 ‘The determinants of subsidiary mandates and subsidiary initiative: a three country   
 study.’  
M Casson, R Loveridge and S Singh  
 ‘The ties that bond? Some observations on corporate culture in the multinational   
 corporation.’  
M Tayeb  
 ‘Transfer of HRM practices across cultures: some societal and organisational   
 impediments.’  
K Moore  
 ‘A additional source of MNE advantage: subsidiary specific advantage.’  
E Morgan  
 ‘Service industry restructuring and European merger policy.’  
L Wright and A Palmer  
 ‘International relationships: a dockside story.’  
J Ellis and D Williams  
 ‘’New’ and ‘Same’ game competitive strategies: concepts and cases.’  
J P Esperanca and M A Gulamhussen  
 ‘The determinants of European banking investments in the United States: an   
 empirical test’  
D Sharpe  
 ‘Working with organisational complexity and diversity: an empirical study of the   
 formation and evolution of Italian-Japanese international joint ventures.’  
G Watzke  
 ‘NAFTA and European firms in Mexico.’  
G Carr  
 ‘International trade and networking in the Baltic by a German Chamber of   
 Commerce: the Kieller Modell’.’  
G Balabanis and M Crilly  
 ‘Developing and managing trade missions in Britain: an organiser’s perspective.’  
P Sher, V Wong and V Shaw  
 ‘Absorptive capacity and learning in technology transfer: the case of Taiwanese   
 information technology firms.’  
R Mudambi  
 ‘Market segmentation by country of origin: an illustration using tourist expenditures   
 in Turkey.’  
J Taggart  
 ‘Strategic management of innovation in the multinational subsidiary.’  
B Gray  
 ‘Improving the targeting of export promotion.’  
H Selassie  
 ‘Assessing government policy and host partner capability for IJV formation in   
 developing countries: a case study approach.’  
T Yilmaz  
 ‘The role of globalisation on the income equality between and within countries or   
 zero-sum globalism?’  
L van Zomeren, M Grillo, K Brothers and G Barnossy  
 ‘A framework for negotiations between multinational companies and state owned   
 companies.’   
A Woldie and O Al-Hajri  
 ‘A critical study of Islamic bank goals: a special reference to Qatar Islamic Bank’

**1997 held at Leeds, organizer: Peter Buckley  
Theme: The organisation of IB**Papers presented by:James Taggart ‘Managing stability and evolution of subsidiary strategy on the integration-  
 responsiveness framework.’  
James Taggart ‘US MNC affiliates in the UK: a special relationship?’Wilfred Sleeman, Keith Brouthers, Lance Brouthers‘A proposed solution to transnational structure paradox.’Keith Glaister ‘Strategic motives and selection criteria in international joint ventures: perspectives   
 of UK firms and foreign firms.’Margreet Boersma and Pervez Ghauri ‘A qualitative meta-analysis of performance measure and factors affecting   
 international joint venture performance.’  
Ram Mudambi  
 ‘On the duration dependence of MNE investment.’  
Anthea Yan Zhang  
 ‘Determination and change of general managers’ affiliation in international joint   
 ventures.’  
Peter Buckley and Mark Casson  
 ‘Analysing foreign market entry strategies: extending the internationalization   
 approach.’  
Richard Schoenburg  
 ‘Cultural compatibility in international acquisitions.’  
Denise Tsang  
 ‘Foreign multinational enterprises within the European microcomputer industry: a   
 comparative study of backward linkage.’  
Mark Casson and Nigel Wadeson  
 ‘Communication costs and the boundaries of the multinational enterprise.’  
Monir Tayeb  
 ‘Transfer of HRM practices across cultures: An American company in Scotland.’  
Christos Nicolaides  
 ‘The organisation of IB: excellence, pedagogy and self-identity.’  
Atsede Woldie and Louca Loucas  
 ‘Incentive policy and offshore companies in Cyprus.  
Peter Chi Ming Fu  
 ‘Internalization and multinational banking.’  
Xavier Coller and Paul Marginson  
 ‘Channels of influence over changing employment practice in multinational   
 companies: a case from the food industry.’  
Frank McDonald  
 ‘The impact of European monetary Union for companies.’  
William Schulte  
 ‘Is ‘globalisation’ the most effective strategic response for international   
 contractors?’  
James Taggart  
 ‘Perlmutter’s EPRG profile as an interpreter of subsidiary strategy.’  
Hugo Radice  
 ‘”Globalisation” and national differences.’  
Vivek Suneja  
 ‘Output monitoring, input monitoring and trust building: a conceptual model and   
 empirical investigation of salesforce motivation strategies in multinational firms.’  
Marina Papanastassiou and Robert Pearce  
 ‘Host-country technological and scientific collaborations of MNE subsidiaries:   
 evidence from operations in Europe.’  
Chong Ju Choi, Soo Hee Lee and Carla Millar  
 ‘Trust and enforcement in emerging business systems.’  
James Taggart and Neil Hood  
 ‘Decision making autonomy in German and Japanese Manufacturing affiliates in the   
 British Isles.’  
Susan Bridgewater  
 ‘Oligopolistic rivals or inter-related actors: the explanatory power of competitive   
 strategy and network theory for investment in a high risk country’  
Mehmet Demirbag  
 ‘Competitive strategies of Turkish firms: a case study of manufacturing firms   
 following Turkey’s entry in to the Customs Union.’  
Sylvester Monye  
 ‘Exercising effective control over externalised operations: the case of business   
 franchising.’  
George Sharpley, Trevor Buck, Igor Filatotchev and Mike Wright  
 ‘Employee ownership and employment: the case of Russian privatised firms.’  
Edward J Coyne  
 ‘Segmenting the market: an ‘old’ approach that holds ‘new’ promise for the FDI   
 attraction process in developing countries.’  
Syed Kamall and Jeremy Clegg  
 ‘The internationalisation of telecommunications services firms in the |European   
 Union.’

**1998: held at City University Business School, London: Organizer Carla Millar  
Theme: IB and Emerging Markets**Papers presented by:  
Bell, Jim, David Crick and Stephen Young  
 ‘A holistic perspective on small firm growth internationalisation (CP).’  
Bhuian, Shadid  
 ‘Consumer attitudes towards mail-order catalogs in an emerging international   
 market (CP).’  
Biswas, Rita, Donald R Fraser and Arvind Mahajan  
 ‘The role of the regulatory environment in determining the wealth effects of international mergers and acquisitions of financial firms (CP).’  
Bleackley, Mark and Peter Williamson   
 ‘The path to European integration: assessing the nature and extent of corporate   
 restructuring within Europe (CP).’  
Bridgewater, Susan  
 “Intra-company relationships and international investment – experiences of   
 multinational corporations in the Ukraine (CP).’  
Brouthers, Lance Elliot, Keith Brouthers and Brian Murray  
 ‘Dunning’s eclectic theory influences on EU firms’ entry mode and firm performance   
 in CEE (CP).’  
Byers, Steve and John Growth  
 ‘Marketing and practical economics: critical perspectives for emerging and transition   
 economies (WP).’  
Carty, Robert and Carla Millar  
 ‘Fulfilling eastern promise: can management style override cultural differences?   
 (WP)?’  
Choi, Chong and Carla Millar  
 ‘IB and the Asian crisis: implications for emerging markets (CP).’  
Clark, Timothy and Derek Pugh  
 ‘Foreign country priorities in the internationalisation process of British firms (WP).’  
Clegg, Jeremy and Susan Scott-Green  
 ‘The determinants of new foreign direct investment capital flows into Europe: the   
 USA and Japan compared (CP).’  
Cox, Howard and Stuart Metcalfe  
 ‘The Borneo company limited: origins of a nineteenth century networked   
 multinational (WP).’  
Dimitratos, Pavlos  
 ‘Strategic choices by exporting firms in foreign markets: a review and classification   
 (WP).’  
Fahy, John, Graham Hooley, Tony Cox and Boris Snoj  
 ‘Foreign direct investment, economic transition and the impact on marketing   
 practice in Slovenia (CP).’  
 Filatotchev, Igor, Mike Wright, Trevor Buck and Vladimir Zhukov  
 ‘Post privatisation restructuring in emerging markets: Russia, Ukraine and Belarus   
 (CP).’  
Floyd, David and Robert Pearce  
 ‘Measuring the impact of FDI in Poland (CP).’  
Girson, Ilya  
 ‘Marketing stakes: is there a case for Russia? (CP).’  
Gould, Richard and Mark McGillivray  
 ‘Culture related influences and interactions during international market screening   
 (CP).’  
Harzing, Anne-Wil  
 ‘Configuration analysis in international management – the way forward? (CP)’  
Hughes, Michael and Ewa Helinska-Hughes  
 ‘FDI attraction policy competition in central and eastern Europe (CP).’  
Ietto-Gillies, Grazia  
 ‘Earnings from foreign direct investment: possible effects on domestic economies   
 and patterns in EU countries (CP).’  
Ietto-Gillies, Grazia  
 ‘Measuring the degree of internationalisation: conceptual frameworks and empirical   
 analysis of two indices (CP).’  
Kaounides, Lakis  
 ‘Science, technology and global competition: the newly industrialised economies in   
 the Far East vs the West (CP).’  
Katsikeas, Costas and Matthew Robson  
 ‘Determinants of international joint venture performance: an integrative review of   
 the empirical literature (CP).’  
Kauser, Saleema and Vivienne Shaw  
 ‘The international strategic alliance activity of British firms (CP).’  
Kuznetsova, Olga and Andrei Kuznetsov  
 ‘Corporate governance under transition and the role of the state: the case of Russia   
 (CP).’  
Lawrence, Peter and Barbara Senior  
 ‘The anglo-american contrast – a new look (WP).’  
Liouville, Jacques  
 ‘Duality of the country-of-origin image and performance factors of subsidiaries   
 abroad: the case of the French subsidiaries in Germany (CP).’  
Lundan, Sarianna  
 ‘The commonwealth as a trade and investment network (WP).’  
Markova, Blagodatka and Antoanetta Vassileva  
 ‘Is it worth investing in Bulgaria now? (WP)’  
McLaughlin, Jim and Sue Faulkner  
 ‘The path to privatisation and attracting a foreign direct investor – the case of a   
 large Polish state owned enterprise (CP).’  
Meyer, Klaus and Inger Bjerg Moller  
 ‘Managing deep restructuring: Danish experiences in eastern Germany (CP).’  
Mills, Anne and Gennady Polonski  
 ‘Survival adjustment or radical strategic transformation: the experience of the   
 Russian provincial company (WP).’  
Mirza, Hafiz  
 ‘The emerging cultures of capitalism: from the ‘clash of civilisations’ to ‘unity in   
 diversity’ (WP).’  
Mudambi, Ram  
 ‘MNE internal capital markets and subsidiary strategic independence (CP).’  
Nachum, Lilach  
 ‘Would foreign professional service firms invest in a UK without London?’  
Pla Barber, Jose  
 ‘Methods of entry in international markets: new empirical evidence from Spanish   
 firms (WP).’  
Richter, Tobias and Vivienne Shaw  
 ‘International marketing standardisation: and empirical investigation of the top 500   
 companies (WP).’  
Schoenberg, Richard  
 ‘Acquisition strategies for an emerging market (WP).’  
Seringhaus, Rolf  
 ‘Understanding behavioural aspects of participating in international trade fairs   
 (WP).’  
Taggart, Jim  
 ‘Competitive strategies of MNC affiliates (CP).’  
Taggart, Jim and Mark Harding  
 ‘A multidimensional view of subsidiary strategy (CP).’  
Takagaki, Yukio  
 ‘The analysis of Japanese ownership strategy in SE Asian countries – joint venture or   
 wholly-owned subsidiary? (CP).’  
Tayeb, Monir  
 ‘Foreign remedies for local difficulties: the case of three Scottish manufacturing   
 firms (CP).’  
Todeva, Emanuela  
 ‘Networks and management strategies in IB – a review of the   
 research agenda (WP).’  
Wei, Yingqi, Xiaming Liu, David Parker and Kirit Vaidya  
 ‘The regional distribution of foreign direct investment in China (CP).’