



THIRTEENTH ANNUAL WORLD BUSINESS CONGRESS

July 14-18, 2004

Maastricht School of Management, Maastricht, The Netherlands

Call for Papers

GLOBAL BUSINESS: COPING WITH UNCERTAINTY

OBJECTIVES

The 13th World Business Congress of the International Management Development Association (IMDA) will be held in Maastricht, The Netherlands from July 14-18, 2004, and is organized and hosted jointly by Maastricht School of Management (MsM) and the International Management Development Association (IMDA).

Scholarly papers, panel/special session proposals, and case study exercises for presentation and publication in the refereed congress proceedings are invited. In addition to sharing scholarship regarding global business issues, the congress is designed to offer an excellent opportunity to meet colleagues from around the world and exchange information and ideas on a variety of global business development topics.

VENUE

Maastricht, the capital of the most southern province of Limburg, has over 122,000 inhabitants and is the oldest city of the Netherlands. Mosae Trajectum, crossing place on the Maas, was the name given by the Romans to the fortified settlement. Despite its position at the most southern point of the country, Maastricht has never been isolated. The city has always been open to the surrounding regions, a circumstance that explains its international orientation. The nearby borders were never a hindrance to the exchange of goods, ideas, culture and knowledge. Maastricht is not only the oldest city; it is also the oldest industrial city in the Netherlands. The ceramic industry that grew up in the early years of the nineteenth century, together with the paper industry that came later, are still important bulwarks of the local economy. Through the years Maastricht's industry modernized itself to a large degree, above all in the technical field and became more internationally orientated. As well as being an industrial city, Maastricht is also a scientific center, the home of an increasing number of European institutions, a considerable tourist attraction, a center of culture, an international shopping city, an attractive place to live with its quiet surrounding region, and an important location for companies to settle and a city with higher and university education. This all makes Maastricht the perfect place for a globally- focused business school as the Maastricht School of Management (MsM). More information about Maastricht or the Netherlands might be found on the following websites: www.vvymaastricht.nl or www.visitholland.nl

HOST

Maastricht School of Management (MsM) is the co-host with the IMDA for the 13th World Business Congress. Faculty and staff of MsM are experienced with conference, seminar and meeting hosting and are excited about the forthcoming IMDA's 2004 World Business Congress. The Maastricht School of Management's roots lie in Delft, where in 1952 the Technical University established the Research Institute for Management Science. In 1989, the institute moved to a new campus in Maastricht. The city was chosen due to its historical and growing economic importance. Since 1993, the school has been known as the Maastricht School of Management (MsM) and offers MBA, DBA, and Ph.D. degrees as well as executive development programs. Furthermore, MsM also organizes executive projects aimed at helping to develop educational systems around the globe.

The MsM's residence state-of-the-art facilities emphasize the uniqueness of the Maastricht School of Management. It is a perfect setting for state-of-the-art business education, congresses and events. The School runs its programs in Maastricht and over twenty-five locations world wide, from China to Peru and from Nigeria to Indonesia. The MsM's worldwide faculty consists of thirty-five permanent and sixty visiting professors, some of whom belong to the world's best-known global corporations and universities. For more information please visit MsM's website at www.msm.nl



PROGRAM

Business people, public policy makers, and academics can choose from a wide range of topics within global business development. The Congress will offer keynote addresses, formal paper symposia, case study presentations, special sessions, such as "Meet the Editors," and an industry leadership and public policy makers panel discussions as well as a Doctoral Research Seminar. A paid tour to a number of interesting sites in the close vicinity and to Brussels, Belgium will be available for Congress participants (see registration form). A city of Maastricht tour, spouses' programs, a visit to the building where the historical Treaty of Maastricht was signed (The Governor of the Province of Limburg will be our host), a dinner party in La Caverne Geulhem (it encompasses large caves, cretaceous rock, and now attractively decorated and centrally-heated), a river boat cruise on the Meuse (the Border Voyage through Belgium and the Netherlands), and many other exciting social functions are planned as part of the Congress Program. One evening, the delegates will visit the historic City Hall which is located in the city center. The Mayor of Maastricht will be our host for a cocktail reception. To celebrate the academic and collegial successes of the Congress, a banquet dinner will also be held on Friday evening.

TOPICS

Paper presentations and special session/panel discussions on the Year 2004 theme of succeeding in an uncertain global marketplace are most desirable, although all aspects of global business are of interest. Theoretical, conceptual, and empirical papers, using qualitative and quantitative methodologies, are solicited. Every paper submitted for consideration should have a global/international orientation and must be scholarly in content. Manuscripts submitted must be complete papers, ready for blind review, to be included in the congress proceedings. A work-in-progress may be reviewed and considered for presentation, even though not published in the congress proceedings.

INSTRUCTIONS AND DATES

Three types of papers-refereed, work-in-progress, and special session/panel- are accepted for consideration. There will be a doctoral research symposium all day on Tuesday, July 13, 2004, for which we only require a five page abstract.

All submissions must adhere to the following guidelines:

- If you wish to have your paper published in the refereed congress proceedings, submit either an electronic copy or three hard copies of your complete manuscript, not exceeding 25 pages, double-spaced, to only one track co-chair on or before May 1, 2004, though earlier submissions are strongly encouraged. Papers will be reviewed and final decisions will be made and communicated no later than May 17, 2004. Revisions should be expected. Final manuscripts, in required format, (see complete guidelines at <http://www.jmda.cc>) with changes consistent with requested revisions, must be received by the congress Administrative Director's office in Monaca, Pennsylvania, USA by June 10, 2004 at the latest. If submitted late or guidelines are not followed, it will not be included in the congress proceedings.
- Submit an electronic copy or three hard copies of an abstract of works-in-progress to the appropriate track co-chair. None of these documents will be published in the conference proceedings. They will be included in the congress program only.
- Receipt of all electronic submissions will be acknowledged as soon as received. If you want a receipt of your hard-copy manuscript, please provide an addressed, stamped envelope with the title of your paper, your full address, telephone, facsimile, and e-mail numbers clearly written. If there are multiple authors, this information is to be provided by all authors.
- Complete the attached registration form and send it to the Executive Director in Pennsylvania, USA address as soon as possible. If your paper is not accepted either for presentation or publication in the congress proceedings, your registration fee will be refunded to you immediately. At least one author must commit to attending before a manuscript will be reviewed. In the case of multiple author attendance, all authors must register and there is no exception to this rule.
- Each registered participant is entitled to have a maximum of two accepted manuscripts included in the congress proceedings as senior author. In the case of more than two papers being accepted, the participant must inform the Proceedings Editor of the titles of the two papers to be included in the proceedings.
- Manuscript submissions should include a separate title page on each copy, listing all authors, their affiliations, addresses, telephone/fax numbers and e-mail addresses, if available. For papers with multiple authors, indicate the author with whom we should correspond. List only the manuscript title in the main body of the paper, abstract, or proposal to allow for blind review.
- All papers will be subjected to a blind review process. They will be judged primarily on the basis of original contribution to scholarship, overall quality, and interest to the Association's members. Reviewers' comments will be provided to authors when notified of the Program Committee decisions.
- The final copy of manuscripts to be published may not exceed 8 pages, single-spaced, 10-point font, including tables, figures, and references. All of the references cited in the body of the paper must be presented under references at the end of the paper. There will be an extra page charge of US\$25 per page which must be sent along with the final camera-ready version of the manuscript. There are no exceptions to this rule. Manuscripts that do not conform to the guidelines or do not include extra-page charges where applicable will not be published.
- Accepted manuscripts will be published in the congress proceedings only if at least one author registers and attends the congress. Registration fees are non-refundable, though a substitute person is acceptable in emergencies, provided that the Association is informed prior to the start of the Congress in writing. In case of no attendance, the delegate forfeits her/his right for a refund. When payment of full postal charges is received, a registered delegate is entitled to receive a copy of the published proceedings.
- Whether attending partially or in full, all congress attendees must pay the appropriate registration fees in full. At least one author must have a paid registration fee by May 1, 2004 at the latest or the paper can not be submitted for proceedings publication. If a paper is accepted either for proceedings publication and/or congress presentation, each author of the paper accepts equal responsibility of payment of the full late registration fees upon demand in case of no-show at the congress. The Association's Executive Director will bill such individuals after the congress. Receipts for the congress registration fees and other charges will be provided at the start of the congress. Please do not request receipts in advance of the congress.

SPECIAL SESSIONS AND PANELS

Proposals for special sessions and/or panels are invited and must include the following information: a) a short summary of the topic or issues to be discussed, b) rationale for inclusion of the topic in a special session/panel, c) names, addresses, and qualifications of participants, and d) a letter indicating that session/panel participants' approval has been obtained. Special session/panel presentations will not be published in the congress proceedings unless they go through the usual blind review process. Submit your proposals by May 1, 2004 to Dr. Richard Nelson, Manship School of Mass Communication, Louisiana State University, 220 Johnson Hall, Fieldhouse Drive, Baton Rouge, LA 70803-7202, USA, Tel: (225) 578-6686, Fax: (225) 578-2125, E-mail: rnelson@lsu.edu

INTERNATIONAL BUSINESS DEAN AWARD AND PRESENTATION

One award is made each year to a business dean who has made outstanding contributions to education related to global business. A nomination letter outlining the qualifications of the nominee to receive the award should be sent electronically only by May 1, 2004 to Dr. Khosrow Fatemi, Dean, Imperial Valley Campus, San Diego State University, 720 Heber Avenue, Calexico, CA 92231, USA, Tel: (760) 768-5520, Fax: (760) 768-5592, E-mail: fatemi@sdsu.edu or Dr. Jan Napoleon Saykiewicz, School of Business Administration, Duquesne University, Rockwell Hall, Pittsburgh, PA 15282-0180, USA, Tel: (412) 396-6234, Fax: (412) 396-4764, E-mail: saykiewicz@duq.edu

The awardee will be expected to make a presentation to the congress on international business education issues. Selections will be made by the Executive Board of IMDA.

IMDA OUTSTANDING INTERNATIONAL BUSINESS PERSON OF THE YEAR AWARD

One award is made each year to an international businessperson who is widely recognized as having made outstanding contributions to international business practice or policy in the region or country in which the Congress is held. A nomination letter outlining the qualifications of the nominee should be sent electronically only by May 1, 2004, to Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: kbecker@bu.edu or Dr. Ronald S.J. Tuninga, Director Dean, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870820, Fax: +31-43-3617237, E-mail: tuninga@msm.nl

The awardee will be expected to make a presentation to the congress on international business issues. Selection will be made by IMDA's Executive Board.

CONGRESS CO-CHAIR AND IMDA PRESIDENT

Dr. Jan Napoleon Saykiewicz, School of Business Administration, Duquesne University, Rockwell Hall, Pittsburgh, PA 15282-0180, USA, Tel: (412) 396-6234, Fax: (412) 396-4764, E-mail: saykiewicz@duq.edu

Jan is responsible for coordinating the track co-chairs, special awards and presentations. He will also be responsible for fund raising activities in the USA, arrangement of publisher/company displays and budget accountabilities.

CONGRESS CO-CHAIR

Dr. Ronald S.J. Tuninga, Director Dean, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870820, Fax: +31-43-3617237, E-mail: tuninga@msm.nl

Ronald will attend to all local details, including keynote speakers, local business panels, handles special awards, recruitment of local participation from the Netherlands and other European countries, social activities, receptions, and fundraising activities in the Netherlands and elsewhere.

CONGRESS PROGRAM CO-CHAIR, PROCEEDINGS EDITOR AND IMDA EXECUTIVE VICE-PRESIDENT AND DIRECTOR

Dr. Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 566-3054, Fax: (717) 566-1191, E-mail: execdirector@imda.cc

Erdener edits the congress proceedings, including assuring that authors have registered for the congress, verifying that reviewer feedback has been incorporated into the paper, checking to see that the guidelines have been followed, and coordinating the arrangement of the manuscripts with the program of the congress. He is responsible for congress registration, publicity, and preparing awards, and assists with the development of the congress program. He also assists in the publication of the congress proceedings and subsequent book and special journal issue publication efforts.

CONGRESS PROGRAM CO-CHAIR AND IMDA VICE-PRESIDENT FOR PROGRAMS

Dr. Richard Nelson, Manship School of Mass Communication, Louisiana State University, 220 Johnson Hall, Fieldhouse Drive, Baton Rouge, LA 70803-7202, USA, Tel: (225) 578-6686, Fax: (225) 578-2125, E-mail: rnelson@lsu.edu

Richard oversees the activities of the Congress track co-chairs, coordinates special sessions and panels. He is also responsible for the organization of a one-day Doctoral Research Seminar in cooperation with Dr. Ronald S. J. Tuninga of Maastricht School of Management on July 13, 2004.

PRESIDENT OF IMDA

Dr. Jan Napoleon Saykiewicz, School of Business Administration, Duquesne University, Rockwell Hall, Pittsburgh, PA 15282-0180, USA, Tel: (412) 396-6234, Fax: (412) 396-4764, E-mail: saykiewicz@duq.edu

Jan assists in the development of the Congress program, presides over the plenary sessions, and handles special awards and presentations. He is responsible for the smooth running of the congress.

IMDA CHAIR OF THE BOARD OF REGIONAL DIRECTORS

Dr. Khosrow Fatemi, Dean, Imperial Valley Campus, San Diego State University, 720 Heber Avenue, Calexico, CA 92231, USA, Tel: (760) 768-5520, Fax: (760) 768-5592, E-mail: fatemi@sdsu.edu Khosrow provides support in coordinating the arrangements with the Board of Country Directors to

create interest in the Association and the congress. He also develops special panels and sessions with participation of Country Directors of IMDA. Contact Khosrow directly for information concerning IMDA Global Network or learning more about the IMDA Country/Region Board of Directors' activities.

LOCAL ARRANGEMENTS CO-CHAIRS

Dr. Beate van der Heijden, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870810, Fax: +31-43-3870800, E-mail: heijden@msm.nl and Dr. Ludo Alcorta, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870860, Fax: +31-43-3870800, E-mail: alcorta@msm.nl

Beate and Ludo will be responsible for all of the on-site details in preparation for the congress. During the congress, they will assist in making all program and local arrangements decisions and provide supervision to the Local Arrangements Committee. They will also oversee the smooth handling of the congress arrangements.

CONGRESS ADMINISTRATIVE DIRECTOR

Dr. Talha D. Harcar, Department of Business Administration, Penn State University at Beaver, 100 University Drive, Monaca, PA 15061, USA, Tel: (724) 773-3892, Fax: (724) 773-3557, E-mail: tdh13@psu.edu

Talha will be responsible for finalizing both the congress program and the proceedings. He will contact contributors to make it sure that their papers comply with the proceedings style guidelines and the papers are scheduled for presentation at appropriate times. He will also form effective relationships with Dutch Local Arrangements Co-chairs and Congress and Program Co-chairs.

CONGRESS TRACKS

Submit your papers to one of the most appropriate track co-chairs.. If in doubt, please submit it to the last track.

1. Global Human Resources Management: Dr. Gbolahan Gbadamosi, Department of Management, University of Botswana, Private Bag UB 00701, Gaborone, Botswana, Tel: +267-3555094, Fax: +267-585102, E-mail: gbadamosi@momipi.ub.bw and Dr. My-Van Tran, School of International Studies, University of South Australia, St. Bernards Road, Magill, South Australia 5072, Australia, Tel: +61-8—83024321, Fax: +61-8-83024396, E-mail: my-van.tran@unisa.edu.au

2. Global Information and Technology Management: Dr. Kip Becker, Chair, Department of Administrative Sciences, Boston University, 808 Commonwealth Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353- 840, E-mail: kbecker@bu.edu, and Dr. Ken N. Bernard, Strathclyde Business School, University of Strathclyde, Graham Hills Building, 40 George Street, Glasgow G1 1QE, United Kingdom, Tel: +44-141-5483145, Fax: +44-141-5484592, E-mail: k.bernard@strath.ac.uk

3. Global Business Education: Dr. Ronald S. J. Tuninga, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870821, Fax: +31-43-3870800, E-mail: tuninga@msm.nl and Dr. G. Nazan Gunay, Department of Business Administration, Faculty of Economics and Administrative Sciences, Ege University, 35040 Bornova, Izmir, Turkey, Tel: +90-232-3884000, Ext. 1842, Fax: +90-232-3734194, E-mail: ngunay@bornova.ege.edu.tr

4. Global Entrepreneurship and Small Business Development: Dr. Abbas Ali, School of Management, Indiana University of Pennsylvania, Indiana, PA 15705-1071, USA, Tel: (724) 357-5759, Fax: (724) 357-5743, E-mail: aaali@grove.iup.edu and Dr. Gopal Iyer, Internet Coast Institute Adams Professor of Industry Studies, Department of Marketing, Florida Atlantic University, 777 Glades Road, Boca Raton, FL, 33431, USA, Tel: (561)799-8583, Fax: (561)799-8535, E-mail: giver@fau.edu

5. Cross-Cultural Management/Marketing: Dr. Marca Marie Bear, Department of International Business and Management, The University of Tampa, 401 West Kennedy Blvd, Box 77F, Tampa, FL 33606, USA, Tel: (813) 253-6221, Ext. 3280, Fax: (813) 258-7408, E-mail: mbear@alpha.utampa.edu and Dr. A. N. M. Waheeduzzaman, College of Business, Texas A & M University- Corpus Christi, Corpus Christi, Texas 78412, USA, Tel: (361) 825-6014, Fax: (361) 825-5609, E-mail: waheed@mail.tamucc.edu

6.Global Tourism Development: Dr. Brian J. Mihalik, HTM Department Head, Pamplin College of Business, Virginia Tech University, 362 Wallace Hall, Blacksburg, VA 24060, Tel: (540) 231-5515, Fax: (540) 231-8313, E-mail: bmihalik@vt.edu and Dr. Maktoba Omar, School of Marketing and Tourism, Napier University, Craighouse Road, Edinburgh EH10 5LG, United Kingdom, Tel: +44-131-4555043, Fax: +44-131-4556269, E-mail: m.omar@napier.ac.uk

7.Cross-Cultural Marketing Communications and Public Relations: Dr. Richard Alan Nelson, Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA 70803-7202, USA, Tel: (225) 578-6686, Fax: (225) 578-2125, E-mail: nelson@lsu.edu and Dr. Philip J. Kitchen, Chair in Strategic Marketing, Business School, University of Hull, Hull, North Yorks HU6 7RX, United Kingdom, Tel: +44-1482-466349, Fax: +44-1482-466097, E-mail: p.j.kitchen@hull.ac.uk

8.Global Business in the Middle and Near East: Dr. Gillian Rice, Thunderbird, The American Graduate School of International Management, 15249 North 59th Avenue, Glendale, AZ 85306, USA, Tel: (602) 978-7163, Fax: (602) 843-6143, E-mail: riceg@t-bird.edu and Dr. Berrin D. Guner, Department of Marketing, Rowan University, Glassboro, NJ 08028, USA, Tel: (856) 256-4029, Fax: (856) 256-4439, E-mail: guner@rowan.edu

9.Global Business in Asia: Dr. David McHardy Reid, Director, Center for International Business, Rochester Institute of Technology, Rochester, New York 14623-5608, USA, Tel: (585) 475-2293, Fax: (585) 475-5989, E-mail: dmrbbu@rit.edu and Dr. T. S. Chan, Associate Vice-President and Dean of Business Faculty, Lingnan University, Tuen Mun, New Territories, Hong Kong, Tel: +852-2616-8302, Fax: +852-2465-5830, E-mail: chants@ln.edu.hk

10. Global Business in Australia and New Zealand: Elliot Wood, Curtin Graduate School of Business, Curtin University of Technology, GPO Box U1987, Perth, Western Australia 6845, Australia, Tel: +618-9266-3387, Fax: +618-9266-3368, E-mail: woode@gsb.curtin.edu.au and Dr. Anand Krishnamoorthy, Department of Management, Troy State University, Atlantic Region, P.O. Box 1032, Ft. Myer, VA 22211, USA, Tel: (703) 769-7810, Fax: (703) 525-5844, E-mail: akrishnamoorthy@troyst.edu

- 11. Business in Transitional Economies:** Dr. Josef Poeschl, WIIW- The Vienna Institute for International Economic Studies, Opolzergasse 6, A-1010 Vienna, Austria, Tel: +43-1-5336610, Ext.37, Fax: +43-1-5336610, Ext.35, E-mail: poeschl@wsr.ac.at and Dr. Marin A. Marinov, Department of Marketing and International Business, Gloucestershire Business School, Pallas Villa, Office 203, P.O. Box 220, The Park Campus, Cheltenham, Gloucestershire GL50 2QF, United Kingdom, Tel: +44-1242-532763, Fax: +44-1242-543208, E-mail: mmarinov@glos.ac.uk
- 12. Global Business in Europe:** Dr. Shaukat Ali, Wolverhampton Business School, University of Wolverhampton, Priorslee, Telford, Shropshire TF2 9NT, United Kingdom, Tel +44-1902-323940, Fax: +44-1902-323955, E-mail: shaukat@wlv.ac.uk and Dr. Nevenka Cavlek, Graduate School of Economics and Business, University of Zagreb, Trg. J.F. Kennedy 6, 10000 Zagreb, Croatia, Tel: + 385-1-2383333, Fax: +385-1- 2335633, E-mail: nev@efzg.hr
- 13. Latin American Business:** Dr. Marcos Fava Neves, School of Business and Economics, PENZA Agribusiness Program, University of São Paulo, Av. Dos Bandeirantes 3900, 14040-900 Ribeirão Preto-São Paulo, Brazil, Tel: +55-16-6023892, Fax: +55-16-6334411, E-mail: mfaneves@usp.br and Dr. Ludo Alcorta, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43—3870860, Fax: +31-43-3870800, E-mail: alcorta@msm.nl
- 14. Global Sourcing and Supply Chain Management:** Dr. Kees J. Gelderman, Department of Management, Open University of the Netherlands, Postbus 2960, 6401 DL Heerlen, The Netherlands, Tel: +31-45-5762590, Fax: +31-45-5762123, E-mail: kees.gelderman@ou.nl and Dr. Muammer Ozer, Department of Management, City University of Hong Kong, 83 Tat Chee Avenue, Kowloon, Hong Kong, Tel: +852-2588-7852, Fax: +852-2588-7220, E-mail: mgozer@cityu.edu.hk
- 15. E-Commerce in a Global Setting:** Dr. D. A. Nikolic, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870837, Fax: +31-43-3870800, E-mail: nikolic@msm.nl and Dr. Talha Harcar, Department of Business Administration, Penn State University at Beaver, 100 University Drive, Monaca, PA 15061, USA, Tel: (724) 773-3892, Fax: (724) 773-1765, E-mail: tdh13@psu.edu
- 16. Global Competition Policy:** Dr. Vindelyn Smith-Hillman, Northampton Business School, University College of Northampton, Park Campus, Boughton Green Road, Northampton NN2 7 AL, United Kingdom, Tel: +44-1604-735500, Fax: +44-1604-721214, E-mail: vindelyn.smith-hillman@northampton.ac.uk and Dr. Robert Goedegebuure, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870834, Fax: +31-43-3870800, E-mail: goedegebuure@msm.nl
- 17. Global Production, Operations, and Services Management:** Dr. Jan Nowak, Graduate School of Business Administration, The University of the South Pacific, P.O. Box 1168, Suva, Fiji Islands, Tel: +679-305900, Fax: +679-303229, E-mail: nowak_j@usp.ac.fj and Dr. Sitki Gozlu, Faculty of Management, Istanbul Technical University, Macka 80680 Istanbul, Turkey, Tel: +90-212-2931300, Ext. 2029, Fax: +90-212-2407260, E-mail: gozlus@itu.edu.tr
- 18. Global Marketing Management and Strategy:** Dr. Frederic Jallat, ESCP-EAP- Paris Graduate School of Business, 79, avenue de la Republique, 75543 Paris Cedex 11, France, Tel: +33-1-49232251, Fax: +33-1-49232248, E-mail: jallat@escp-eap.net and Dr. Noel Murray, Argryos School of Business and Economics, Chapman University, One University Drive, Orange, CA, 92866, USA, Tel: (714) 997-6835, Fax: (714) 628-7253, E-mail: nmurray@chapman.edu
- 19. Issues in Greater China Business:** Dr. Allan K. K. Chan, Associate Dean, School of Business, Hong Kong Baptist University, Kowloon Tong, Hong Kong SAR, China, Tel: +852-3411-7520, Fax: +852-3411-5588, E-mail: allankk@hkbu.edu.hk and Dr. M. Saeed, Director, Institute for International Business, Department of Business Administration, Minot State University, Minot, ND 58707, Tel: (701) 858-4336, Fax: (701) 858-4475, E-mail: saeed@minotstateu.edu
- 20. Company Internationalization and Entry Strategies:** Dr. John Hill, Management/Marketing Department, Box 870225, University of Alabama, Tuscaloosa, AL 35487-0225, USA, Tel: (205) 348-6103, Fax: (205) 348-6695, E-mail: jhill@cba.ua.edu and Dr. Tienie M. B. Ehlers, Department of Business Management, University of South Africa, Pretoria 0003, South Africa, Tel: +27-12-4294574, Fax: +27-82-3222289, E-mail: ehlermb@unisa.ac.za
- 21. International Accounting, Taxation, and Finance:** Dr. Jean Harris, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6157, Fax: (717) 948-6456, E-mail: jech6@psu.edu and Dr. Robert W. McGee, Andreas School of Business, Barry University, 11300 NE 2nd Avenue, Miami Shores, FL 33161, USA, Tel: (305) 899-3525, Fax: (305) 892-6412, E-mail: rmcgee@mail.barry.edu
- 22. Global Business in Russian Federation, Eastern /Central Europe and Commonwealth of Independent States:** Dr. Myron Kyj, School of Business Administration, Widener University, One University Place, Chester, PA 19013-5792, USA, Tel: (610) 499-1173, Fax: (610) 499-4614, E-mail: myroslaw.j.kyj@widener.edu and Dr. Anatoly Zhuplev, College of Business Administration, Loyola Marymount University, 7900 Loyola Boulevard, Los Angeles, CA 90045-8385, USA, Tel: (310) 338-7414, Fax: (310) 338-3000, E-mail: azhuplev@lmu.edu
- 23. Corporate Governance in a Global Context:** Dr. Kami Rwegasira, Maastricht School of Management, Endepolsdomein 150, 6229 EP Maastricht, The Netherlands, Tel: +31-43-3870863, Fax: +31-43-3870800, E-mail: rwegasira@msm.nl and Dr. Edward Marandue, Faculty of Business, University of Botswana, Private Bag 70243, Gaborone, Botswana, Tel: +267-355224, Fax: +267-585102, E-mail: marandue@mopipi.ub.bw
- 24. Global Business Case Studies:** Dr. Paul S. Marshall, School of Business Administration, Widener University, One University Place, Chester, PA 19013-5792, USA, Tel: (610) 499-1174, Fax: (610) 499-4614, E-mail: paul.s.marshall@widener.edu and Dr. Mohamed A.S. Latib, Vice- President for Program and Strategic Development, DeSales University, 2755 Station Avenue, Center Valley, PA 18034-9568, USA, Tel: (610) 282-1100, Ext. 1365, Fax: (610) 282-2254, E-mail: mlatib@desales.edu

25. Global Manufacturing and Transfer of Technology: Dr. Erik J. de Bruijn, Technology and Development Group, School of Business, Public Administration and Technology, University of Twente, P.O. Box 217, 7500 AE Enschede, The Netherlands, Tel: +31-53-4893545, Fax: +31-53—4893087, E-mail: e.j.debruijn@utwente.nl and Dr. Harm-Jan Steenhuis, Management Department, College of Business and Public Administration, Eastern Washington University, 668 N. Riverpoint Blvd, Spokane, WA 99202-1660, USA, Tel: (509) 358-2282, Fax: (509) 358-2267, E-mail: harm-jan.steenhuis@mailserver.ewu.edu

26. International Economics and Economic Development: Dr. Lucia Maria Portela de Lima Rodrigues, School of Economics and Management, University of Minho, Gualtar, 4709 Braga Codex, Portugal, Tel: +351-253-604559, Fax: +351-253-284729, E-mail: rodrigues@eeg.uminho.pt and Dr. Bruno Sergi, Dipartimento di Economia, Statistica e Analisi Geopolitica del Territorio, University of Messina, Via T. Cannizzaro, 278, 98122 Messina, Italy, Tel: + 39-330-907841, Fax: +39-965-27974, E-mail: bsergi@unime.it

27. Global Business in Africa: Dr. Frances Ekwulugo, Department of Marketing, University of Westminster, 35 Marylebone Road, London NW1 5LS, United Kingdom, Tel: +44-207-9115000, Ext.3295, Fax: +44-207-9115839, E-mail: ekwuluf@wmin.ac.uk and Dr. Osarumwense Igusi, Executive Director, Euro-African Management Research Center, Borghaag 25a, 6228 EA, Maastricht, The Netherlands, Tel: +31-43-3672245, Fax: +31-43-3260203, E-mail: e-amac@cuci.nl

28. The Management of Cross-Cultural Knowledge: Dr. David Weir, Department of Management, CERAM Sophia Antipolis, Rue Dostoievski BP 085, 06902 Sophia Antipolis, France, Tel: +33-4-93954576, Fax: +33-4-93954429, E-mail: david.weir@cote-azur.cci.fr and Dr. Albert Caruana, Center for Communication Technology, University of Malta, Msida MSD06, Malta, Tel/Fax: + -356-21345655, E-mail: acar@cct.um.edu.mt

29. Global Business (Misc.): If your paper does not fit any of the above tracks, send your paper to Dr. Erdener Kaynak, School of Business Administration, Pennsylvania State University at Harrisburg, 777 West Harrisburg Pike, Middletown, PA 17057, USA, Tel: (717) 948-6343, Fax: (717) 566-8589, E-mail: k9x@psu.edu

PROCEEDINGS

The Congress proceedings will be made available during congress registration in Maastricht, the Netherlands. It is intended that selected papers from the congress proceedings will be published in a hardbound book form by International Business Press (IBP), an imprint of the Haworth Press Inc. of New York, Oxford, and London. Papers voted to receive the Congress Best Paper Awards will be published in a forthcoming issue of the Journal of Transnational Management Development (JTMD) – a quarterly publication of the IMDA.

JOURNAL OF TRANSNATIONAL MANAGEMENT DEVELOPMENT (JTMD)

The Journal of Transnational Management Development is the official publication of the International Management Development Association (IMDA). The journal examines management research, teaching and development issues from a global perspective. The journal's audience includes: business and public administration academics, researchers, developmental economists, social scientists, international business persons and public policymakers as well as entrepreneurs. The journal is published four times a year. For further information concerning submissions and style guidelines, contact the journal editor: Dr. Kip Becker, Chairman, Department of Administrative Sciences, Boston University, 808 Commonwealth Ave., Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: kbecker@bu.edu. For the journal style guidelines, visit <http://www.haworthpress.com>

TRAVEL TIPS

The easiest way to reach Maastricht from Amsterdam is by plane. There are four shuttle services a day. Upon arrival in Maastricht you might take a taxi to MsM. Taxi fare runs around Euro 22 one way. There are trains leaving Schiphol Airport to Maastricht Randwijck two times every hour. For more information visit the website of the Dutch railroad service at www.ns.nl Schiphol Travel Taxi is a national taxi service for everyone travelling to and from Schiphol. A taxi van will collect you from any address in the Netherlands at a time agreed with you. Schiphol Travel Taxi will take you back to the agreed address upon your return or at the end of your visit to Schiphol. For reservations: www.schiphol.com From Brussels, Belgium www.b-rail.be or Dusseldorf, Germany www.bahnhof.de airports you can catch a train to Maastricht Randwijck where the congress will be held. Naturally renting a car is also possible from any airport. However, The Netherlands has good public transportation system and parking in the City of Maastricht is expensive.

Northwest Airlines and KLM have been appointed the "Airlines of Choice" for the IMDA 13th Annual World Business Congress. Delegates may find information about the airline at their websites: <http://www.nwa.com> or <http://www.klm.com> or call directly to the World Meeting & Incentive Reservations Desk at 1-800-328-1111 for assistance from Monday through Friday 7:30 a.m. to 7:30 p.m. (central). Delegates making arrangements directly with Northwest or KLM Airlines must refer WorldFile number of NY839 to ensure they receive the discounts provided for the IMDA delegates. A wide selection of ground transportation is available from Maastricht airport to the designated hotels. Visitors to the Netherlands should check the following website for information regarding visa requirements and regulations for visits to the Netherlands: <http://www.minbuza.nl>

REGISTRATION

Early registration must be received by May 1, 2004. The early registration fee is US\$300 per person, which includes membership dues for 2004-2005. Full-time student registration fee is US\$200 with a proper student ID and includes a subscription to the Association's Journal of Transnational Management and the IMDA membership for 2004-2005. Late registration fees are US\$50 above the early registration rate. Delegates who register at the Congress site are expected to pay an additional late fee of \$50. The registration fee includes the receptions, Congress banquet, all social functions, all coffee breaks, and a copy of the congress proceedings and the program. Non-Congress session attending spouses' early registration fee is US\$85 and late registration fee is US\$100.

For this fee, spouses may participate in all of the receptions, functions, congress banquet, and social events. It does not allow attendance at congress sessions. Once papers have been accepted and registered in the congress program or a delegate's name has been listed in the program, registration fees are non-refundable but substitute persons may attend instead in an emergency. No refunds are granted for non-attendance to the congress.

To register, complete the attached registration form and submit it with your Congress registration fee to Executive V.P. & Director, International Management Development Association, P.O. Box 216, Hummelstown, PA 17036, USA. Please make check, money order, or travellers' check payable to International Management Development Association (IMDA) drawn in U.S. dollars. Please make it sure that your check contains micro-encoded banking information, including the ABA routing number at the bottom of the check. If paying by Master Card, Visa, American Express, or Discover Card, provide your credit card number and date of expiration. Please be advised that there is a charge of US\$25 for non-U.S. issued bank drafts or checks. To avoid processing charges, IMDA recommends payment by money order or credit card. If a third party credit card is used, credit card holder's signature as well as his/her consensus is requested.

ACCOMMODATION

The Congress venue is the contemporary two hotels- Hotel Randwyck and NH Hotel. Both are within walking distance of the congress. Further information about the hotels may be obtained from www.hotelrandwyck.nl and www.nh-hotels.com

Hotel Randwijck and NH Hotel Maastricht were selected for congress delegates. Hotel Randwyck is a 3-star mid-class hotel. There are 50 hotel rooms with shower/toilet, telephone, color TV and internet connection, and a fitness room. The hotel is very close to Maastricht city center and connected to the Maastricht School of Management where the congress will be held. There is free parking behind the hotel and there is a bus-stop outside the hotel with a frequent connection to and from the city centre. The room rates for the Hotel are: single Room 63 Euro and double room 81.50 per night, inclusive of breakfast and tourist tax.

The NH Hotel Maastricht is a 4-star hotel conveniently located next to the congress site. It is part of the NH Hotels group and stands out for the high quality of their service and their facilities. The hotel holds a third place in the European Ranking of Business Hotels and offers magnificent rooms to accommodate up to 300 persons. The NH Hotel Maastricht is a short distance away from Belgium and Germany and Maastricht-Aachen Airport is a 10-minute taxi ride. The room rates are: standard 120 Euro, deluxe 125 Euro, and executive 130 Euro per room inclusive of breakfast. In cases of double occupancy, the second person has to pay for the breakfast.

The Congress rates are valid for the days before and after the Congress. Rooms are offered on a first come and first served basis at these rates only through June 10, 2004. As the month of July is a very busy holiday season, you are urged to reserve early. You may cancel your reservation without penalty up to 24 hours before the beginning of the Congress.

PAST WORLD BUSINESS CONGRESS of IMDA

First Annual World Business Congress: April 9-12, 1992, Halifax, Nova Scotia, Canada, Second Annual World Business Congress: June 3-6, 1993, Turku, Finland, Third Annual World Business Congress: June 16-18, 1994, Penang Island, Malaysia, Fourth Annual World Business Congress: July 13-16, 1995, Istanbul, Turkey, Fifth Annual World Business Congress: July 17-21, 1996, Hamilton, Bermuda, Sixth Annual World Business Congress: July 23-27, 1997, Chonju City, Republic of Korea, Seventh Annual World Business Congress: June 3-7, 1998, Santo Domingo, Dominican Republic, Eighth Annual World Business Congress: June 30-July 3, 1999, Monterey, California, USA, Ninth Annual World Business Congress: December 14-17, 2000, San Jose, Costa Rica, Tenth Annual World Business Congress, July 4-8, 2001, Zagreb, Croatia, Eleventh Annual World Business Congress: July 10-14, 2002, Antalya,

PROBABLE FUTURE CONGRESS SITES

Sao Paulo, Brazil (2005), Edinburgh, Scotland (2006), Messina, Italy (2007), Krakow, Poland (2008), Singapore, Republic of Singapore (2009), Sofia, Bulgaria (2010), Hong Kong/Macau (2011), Moscow, Russian Federation (2012), Acapulco, Mexico (2013), Istanbul, Turkey (2014), Tokyo, Japan (2015).

These are probable future congress sites and are not definitive at this stage. If you are interested in hosting a future Congress of the IMDA, please contact Director of the Association at execdirector@imda.cc

INFORMATION ABOUT IMDA

The International Management Development Association (IMDA) provides an interdisciplinary and global platform for the exchange of ideas in the pursuit of professional growth and opportunities for academics, practitioners, and public policy makers at all levels. The organization is dedicated to offering member benefits and privileges through the development of worldwide personal networks and relationships through scholarship.

PLANNED TOUR TO BELGIUM

On Wednesday, July 14, 2004 between 8:00 a.m. through 7:00 p.m. there will be a full day sightseeing tour to the city of Brussels, Belgium. The estimated cost of this one-day tour will be USD \$80. Please indicate on the registration form in the appropriate box if you plan on taking part in this tour. On Thursday afternoon, July 15, 2004, there will be a complimentary tour of the City of Maastricht available for registered delegates and registered spouses. More information about the city of Maastricht can be obtained by visiting the following website: <http://www.vvmmaastricht.nl>



FOR MEMBERSHIP AND CONGRESS INFORMATION CONTACT

Executive Director, International Management Development Association (IMDA), P.O. Box 216, Hummelstown, PA 17036, USA, Tel: (717) 566-3054, Fax: (717) 566-1191. Congress registration fees may also be sent to this address. IMDA List Serve Manager may be contacted at flkarakaya@umassd.edu or imda-l@umassd.edu and IMDA web site: <http://www.imda.cc> IMDA Web Master: Dr. Talha Harcar tdh13@psu.edu

CONGRESS REGISTRATION FORM

Full Name: _____
Title/Position: _____
Department/School: _____
University/Institution: _____
Mailing Address: _____
City, State, ZIP, Country: _____
Office Phone: _____ Fax Number: _____ E-mail: _____

Please tick the appropriate spaces**:

- I wish to register for the Congress (This line must be checked if any other line is checked)
- I am submitting a manuscript for a competitive paper
- I am submitting a work-in-progress paper proposal
- I am submitting a special panel or session proposal
- I am submitting a proposal for the Doctoral Research Seminar
- I am willing to chair a presentation session
- I would like to be considered as track chair for future congresses in the areas of _____

I enclose:

- Registration fee of US\$300, mailed to arrive before May 1, 2004. It includes my IMDA membership dues for 2004-2005 and a subscription to the IMDA Journal of Transnational Management. (\$350 if received after this date)
- Full-time student registration fee of US\$200, mailed to arrive before May 1, 2004, which includes the subscription for the Journal and IMDA membership for 2004-2005; I am including a photocopy of my student ID. (\$250 if received after this date). Faculty member and full-time job holding students are not entitled to this reduced fee.
- Early spouse registration fee of US\$85, mailed to arrive before May 1, 2004, which does not include Journal subscription, IMDA membership, Congress proceedings, nor participation in Congress sessions. (\$100 if received after this date)
- Tour to historical, architectural and scenic sites of Brussels, Belgium and the surrounding areas on Wednesday all day, July 14, 2004 from 8:00 a.m. to 7:00 p.m. Cost: US\$80.00 per person inclusive of lunch, refreshments, and guided tours
- Late fee of US\$25 for all attendants who register on site
- Extra Page Fee of US\$25 per page
- Non-US Bank Issued Checks Fee of US\$25

US\$_____ Total included

See the Registration section for advice on how to submit your registration fees.

Credit card users, please check the appropriate box:

Discover Card MasterCard Visa American Express

Credit Card Exp. Date _____ Credit Card Number _____

Name of Card Holder* _____ Signature** _____ Date _____

*I am the authorized user of this credit card and willfully authorize the International Management Development Association (IMDA) officials to charge my credit card account in the amount indicated above. If I/we do not attend the Thirteenth Annual World Business Congress, I/we forfeit my/our rights of a refund claim. However, I/we may be entitled to nominate a substitute on my/our behalf, provided that she/he did not register for the Congress and the IMDA officials were informed in writing prior to the start of the Congress.

** After having my/our paper included in the program and/ or Congress proceedings, if I/we do not pay the registration fee or do not attend the Congress, I/we willfully authorize the International Management Development Association officials to issue a bill of payment to my/our official address for all of the outstanding fees owed by me/us to the Association. I/we fully accept all of the financial obligations.

