



Fredericton, New Brunswick, Canada



International Management  
Development Association



Kingston College  
Vancouver, B.C., Canada

**TWELFTH ANNUAL WORLD BUSINESS CONGRESS**  
**June 25-29, 2003**  
**Hyatt Regency Hotel, Vancouver, British Columbia, Canada**

**Call for Papers**

**SUCCEEDING IN A TURBULENT GLOBAL MARKETPLACE: CHANGES, DEVELOPMENTS,  
CHALLENGES, AND CREATING DISTINCT COMPETENCIES**

**OBJECTIVES**

The 12<sup>th</sup> World Business Congress of the International Management Development Association (IMDA) will be held in Vancouver, British Columbia, Canada from June 25-29, 2003, and is organized and hosted jointly by Lansbridge University, Kingston College 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**

Vancouver, British Columbia, Canada has been declared “the most livable city in the world” by the United Nations for several years now. Located in the southwestern corner of Canada’s most westerly province, the city is blessed with stupendous natural beauty. The city was named after Captain James Vancouver, a famous British explorer who in 1792, spent only one day on the site that now bears his name. Since Captain Vancouver’s time, a cosmopolitan metropolis has been built. Vancouver is now categorized as the largest port on North America’s West Coast. It is flanked by rugged mountains blanketed in lush green natural forest and is set apart from other cities with Stanley Park, a breathtaking one thousand acre city park that stays green all year round. Vancouver is renowned for unmatched cultural and recreation activities—including hiking, camping, sailing, and golfing. Theatre and art flourish in the city that is home to the world famous UBC Museum of Anthropology, a heritage of First Nations Art and History. Vancouver is also host to a mosaic of diverse ethnic cultures and authentic cuisine from almost anywhere in the world can be found. Additional information about Vancouver is available at Tourism Vancouver’s website: <http://www.tourismvancouver.com> as well as Tourism British Columbia’s website: <http://www.hellobc.com>

**HOST**

Lansbridge University and Kingston College are the co-hosts with the IMDA for the 12<sup>th</sup> World Business Congress. Kingston College was founded in 1989 as a post-secondary institution catering to adult learners and international students seeking education in the areas of business-oriented, information technology and hospitality education. Kingston College is a multi-campus institution and the first private college to have established strategic partnerships and implemented articulation agreements with higher educational institutions both in Canada and the USA. Kingston College is also proud of its high profile in China, Taiwan, Korea, the Sudan and India. Lansbridge University is both the first private university approved by the Canadian Province of New Brunswick,



and to offer its programs at both master's and bachelor's levels over the Internet. Located in Fredericton, the university's virtual classrooms are available to students around the globe. The university is noted for its "brick and click" model, whereby the programs are fully prescribed over the Internet, but are further enhanced by face-to-face proctoring and mentoring. Both institutions have established strong relationships in the academic world in both North America and particularly in Asia. Faculty and staff are experienced with conference, seminar and meeting hosting and are excited about preparations for IMDA's 2003 World Business Congress. More information about Kingston College and Lansbridge University can be found by visiting the following websites: <http://www.kingston.edu> and <http://www.lansbridge.com>

## PROGRAM

Business people, public policy makers, and academics can choose from a wide ranging 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. A local paid tour to a number of interesting sites such as Vancouver Island and the city of Victoria will be available for Congress participants (see registration form). A city of Vancouver visit, spouses' programs, an evening reception and many other exciting social functions are planned as part of the Congress Program. 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 2003 theme of succeeding in a 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. 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 March 15, 2003, though earlier submissions are strongly encouraged. Papers will be reviewed and final decisions will be made and communicated no later than April 20, 2003. Revisions should be expected. Final manuscripts, in required format, (see complete guidelines at <http://www.imda.cc>) with changes consistent with requested revisions, must be received by the Congress Administrative Director's office in Monaca, Pennsylvania, USA by May 26, 2003 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 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 Congress 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. 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 26, 2003 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 16, 2003 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](mailto:fatemi@sdsu.edu) or Dr. Josiah Akinsanmi, Program Coordinator and Academic Advisor, Lansbridge University, 1661 West 8<sup>th</sup> Avenue, Vancouver, British Columbia V6J 1T8, Canada, Tel: (604) 738-9088, Fax: (604) 738-9266, E-mail: [jakinsanmi@lansbridge.com](mailto:jakinsanmi@lansbridge.com)

### **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 16, 2003 to Dr. John McLaughlin, Provost, Lansbridge University, 120-10 Knowledge Park Drive, Fredericton, New Brunswick, E3C 2M7, Canada, Tel: (905) 513-1685, Fax: (905) 513-6140, E-mail: [jmclaughlin@lansbridge.com](mailto:jmclaughlin@lansbridge.com)

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 16, 2003, 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](mailto:kbecker@bu.edu) or Dr. Lan Wong, Provost, Kingston College (Ontario), 109-80 Acadia Avenue, Markham, Ontario L3R 9V1, Canada, Tel: (905) 513-1685, Fax: (905) 513-6140, E-mail: [lanwong@usa.net](mailto:lanwong@usa.net)

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, IMDA PRESIDENT ELECT**

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](mailto: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. Michael Lo, President and CEO, Kingston Education Group, Executive Offices, 1661 West 8<sup>th</sup> Avenue, Vancouver, British Columbia V6J 1T8, Canada, Tel: (604) 738-9088, Fax: (604) 738-9266, E-mail: [mlo@kingston.edu](mailto:mlo@kingston.edu).

Michael will attend to all local details, including keynote speakers, local business panels, handles special awards, recruitment of local participation from Canada and Asia, social activities, receptions, and fundraising activities in Canada and elsewhere.

## **CONGRESS PROGRAM 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: [excecdirector@imda.cc](mailto:excecdirector@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 coordinates 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.

## **PRESIDENT of IMDA**

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](mailto:fatemi@sdsu.edu)

Khosrow assists in the development of the Congress program, presides over the plenary sessions, and handles special awards and presentations. He is responsible for accepting special sessions and panel proposals; and assists in the final Congress program development.

## **IMDA CHAIR OF THE BOARD OF REGIONAL DIRECTORS AND JTMD EDITOR**

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](mailto:kbecker@bu.edu)

Kip provides support in coordinating the arrangements with the Board of Country Directors to create interest in the Association and the Congress. Kip also develops special panels and sessions with participation of Country Directors of IMDA. Contact Kip directly for information concerning submission of journal manuscripts or learning more about the IMDA country/region board of directors' activities.

## **LOCAL ARRANGEMENTS CO-CHAIRS**

Anna Burke, Vice President, Kingston College, 1661 West 8<sup>th</sup> Avenue, Vancouver, BC, V6J 1T8, Canada, Tel: (604) 738-9088, Fax: (604) 738-9266, E-mail: [aburke@kingston.edu](mailto:aburke@kingston.edu) and Ernest Neumann, Corporate Relations and Special Projects, Kingston College, 1661 West 8<sup>th</sup> Avenue, Vancouver, BC, V6J 1T8, Canada, Tel: (604) 738-9088, Fax: (604) 738-9266, E-mail: [eneumann@kingston.edu](mailto:eneumann@kingston.edu)

Anna and Ernest 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) 773-389, Fax: (724) 773-3557, E-mail: [tdh13@psu.edu](mailto: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 Canadian 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@mopipi.ub.bw](mailto:gbadamosi@mopipi.ub.bw) and Dr. Mahmut Paksoy, Assistant Dean, Faculty of Business Administration, Istanbul University, 34850 Avcilar, Istanbul, Turkey, Tel: +90-212-5904747, Fax: +90-212-590-8888, E-mail: [mpaksoy@istanbul.edu.tr](mailto:mpaksoy@istanbul.edu.tr)

**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](mailto:kbecker@bu.edu), and 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](mailto:woode@gsb.curtin.edu.au)

**3. Global Business Education:** Dr. John McLaughlin, Provost, Lansbridge University, 120-10 Knowledge Park Drive, Fredericton, New Brunswick, E3C 2M7, Canada, Tel: (905) 513-1685, Fax: (905) 513-6140, E-mail: [jmclaughlin@lansbridge.com](mailto:jmclaughlin@lansbridge.com) and Dr. Mark Speece, School of Management, Asian Institute of Technology, P.O. Box 4, Klong Luang, Pathumthani 12120, Thailand, Tel: +66-2-5245652, Fax: +66-2-5245667, E-mail: [speece@ait.ac.th](mailto:speece@ait.ac.th)

**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](mailto:aaali@grove.iup.edu) and Dr. Frances M. Amatucci, Director of Graduate Studies, Faculty of Business, University of New Brunswick at Saint John, P.O. Box 5050, Saint John, New Brunswick E2L 4L5, Canada, Tel: (506) 648-5547, Fax: (506) 648-5574, E-mail: [amatucci@unbsj.ca](mailto:amatucci@unbsj.ca)

**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](mailto: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](mailto:waheed@mail.tamucc.edu)

**6. Global Tourism Development:** Dr. Muzaffer S. Uysal, Hospitality and Tourism Management, Virginia Polytechnic Institute and State University, 362 Wallace, Blacksburg, VA 24061-0429, USA, Tel: (540) 231-8426, Fax: (540) 231-8316, E-mail: [samil@vt.edu](mailto:samil@vt.edu) and Dr. Frederic Dimanche, Director, M.Sc. Tourism Management Program, CERAM, 06902 Sophia Antipolis, France, Tel: +33-4-93954545, Fax: +33-4-93954429, E-mail: [frederic.dimanche@ceram.fr](mailto:frederic.dimanche@ceram.fr)

**7. Cross-Cultural Marketing and Marketing Research:** Dr. A. Coskun Samli, Department of Management and Marketing, University of North Florida, 4567 St. John's Bluff Road S., Jacksonville, FL 32216, USA, Tel: (904) 620-2782, Fax: (904) 620-2780, E-mail: [jsamli@unf.edu](mailto:jsamli@unf.edu) and Dr. Edward Marandu, Faculty of Business, University of Botswana, Private Bag 70243, Gaborone, Botswana, Tel: +267-355224, Fax: +267-585102, E-mail: [marandue@mopipi.ub.bw](mailto:marandue@mopipi.ub.bw)

**8. Global Business in the Middle East:** and Dr. David Weir, CERAM, Intercultural Management, Rue Dostoievski BP085 06902 Sophia Antipolis, France, Tel: +33-4-93954576, Fax: +33-4-93954429, E-mail: [david.weir@ceram.fr](mailto:david.weir@ceram.fr) and Dr. C. P. Rao, College of Administrative Sciences, Kuwait University, P.O. Box 5486, Safat 13055, Kuwait, Tel: +965-252-3911, Ext. 3516, Fax: +965-252-7824, E-mail: [cprao@cas.kuniv.edu.kw](mailto:cprao@cas.kuniv.edu.kw),

**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](mailto:dmrbbu@rit.edu) and Dr. T. S. Chan, Associate Vice-President, Lingnan University, Tuen Mun, New Territories, Hong Kong, Tel: +852-2616-8302, Fax: +852-2465-5830, E-mail: [chants@ln.edu.hk](mailto:chants@ln.edu.hk)

**10. Global Business in Australia and New Zealand:** Dr. Jim McMaster, Director- The Pacific Institute of Management and Development, University of the South Pacific, Suva, Fiji Islands, Tel: +679-3302583, Fax: +679-3212461, E-mail: [mcmaster\\_j@usp.ac.fj](mailto:mcmaster_j@usp.ac.fj) and Colin Jevons, Department of Marketing, Monash University, Caulfield Campus, 26 Sir John Monash Drive, P.O. Box 234, Caulfield East Vic 3145, Australia, Tel: +61-3-99032304, Fax: +61-3-99032900, E-mail: [colin.jevons@buseco.monash.edu.au](mailto:colin.jevons@buseco.monash.edu.au)

**11. Business in Transition 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](mailto: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@chelt.ac.uk](mailto:mmarinov@chelt.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](mailto: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](mailto:nev@efzg.hr)

**13. Global Supply Chain Management:** 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](mailto:jhill@cba.ua.edu) 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](mailto:mgozer@cityu.edu.hk)

**14. Global E-Commerce:** 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](mailto:tdh13@psu.edu) and Dr. Gopal Iyer, 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](mailto:giver@fau.edu)

**15. Social Responsibility and Cultural Values in Global Business:** Dr. Suku Bhaskaran, Australian Food Marketing Center, Victoria University of Technology, P.O. Box 14428, Melbourne City, Victoria 8001, Australia, Tel: +61-3-9216-8066, Fax: +61-3-9216-8135, E-mail: [suku.bhaskaran@vu.edu.au](mailto:suku.bhaskaran@vu.edu.au) and Dr. Riad Ajami, Director, Center for Global Business Education and Research, Bryan School of Business and Economics, University of North Carolina at Greensboro, Greensboro, NC 27412-5001, USA, Tel: (336) 334-4548, Fax: (336) 334-4550, E-mail: [raajami@uncg.edu](mailto:raajami@uncg.edu)

**16. Global Production, Operations, and Services Management:** Dr. Johan de Jager, Department of Marketing, Technikon Pretoria, Private Bag X680, Pretoria 0001, South Africa, Tel/Fax: +27-12-3185627, E-mail: [djagerjw@techpta.ac.za](mailto:djagerjw@techpta.ac.za) 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](mailto:gozlus@itu.edu.tr)

**17. 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](mailto:jallat@escp-eap.net) and Dr. Noel Murray, Argyros School of Business and Economics, Chapman University, 307 H Beckman Hall, 333 Glassell St., Orange, CA, 92782, USA, Tel: (714) 997-6835, Fax: (714) 532-6081, E-mail: [nmurray@chapman.edu](mailto:nmurray@chapman.edu)

**18. Environmental Issues in Global Business:** Dr. Gillian Rice, Thunderbird, The American Graduate School of International Management, 15249 North 59<sup>th</sup> Avenue, Glendale, AZ 85306, USA, Tel: (602) 978-7163, Fax: (602) 843-6143, E-mail: [riceg@t-bird.edu](mailto:riceg@t-bird.edu) 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](mailto:bsergi@unime.it)

**19. Issues in China Business:** Dr. Allan K. K. Chan, Associate Dean, School of Business, Hong Kong Baptist University, Kowloon Tong, Hong Kong SAR, China, Tel: +852-3411-7527, Fax: +852-3411-5586, E-mail: [allankk@hkbu.edu.hk](mailto:allankk@hkbu.edu.hk) and Dr. David Ze, Manager Market Development, Kingston Education Group, 1661 West 8<sup>th</sup> Avenue, Vancouver, British Columbia V6J 1T8, Canada, Tel: (604) 738-9088, Fax: (604) 738-9266, E-mail: [dze@kingston.edu](mailto:dze@kingston.edu)

**20. Company Internationalization and Entry Strategies:** Dr. Ekrem Tatoglu, Department of International Trade, Beykent University, Gurpinar Yolu Ayirimi, Beykent 34900, Buyukcekmece, Istanbul, Turkey, Tel: +90-212-8726432, Fax: +90-212-8722489, E-mail: [ekremt@beykent.edu.tr](mailto:ekremt@beykent.edu.tr) and Dr. Manucher Farhang, Department of Industrial Marketing and International Business, Luleå University of Technology, 97187 Luleå, Sweden, Tel: +46-920-72063, Fax: +46-920-72355, E-mail: [manucher.farhang@ies.luth.se](mailto:manucher.farhang@ies.luth.se)

**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: [jeh6@psu.edu](mailto:jeh6@psu.edu) and Dr. Gerhard Gniewosz, Department of Accounting and Finance, University of Wollongong, Northfields Avenue, Wollongong, NSW 2522, Australia, Tel: +61-2-4221-3679, Fax: +61-2-4221-4297, E-mail: [gerhard\\_gniewosz@uow.edu.au](mailto:gerhard_gniewosz@uow.edu.au)

**22. Global Business in Eastern /Central Europe and C.I.S. Countries:** 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](mailto: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](mailto:azhuplev@lmu.edu)

**23. 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](mailto: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](mailto:mlatib@desales.edu)

**24. 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](mailto:k9x@psu.edu)

## PROCEEDINGS

The Congress proceedings will be made available during conference registration in Vancouver, Canada. 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, London, and Oxford. Papers voted to receive the Congress Best Paper Awards will be published in a forthcoming issue of the Association's Journal of Transnational Management Development (JTMD).

## 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 Avenue, Boston, MA 02215, USA, Tel: (617) 353-3016, Fax: (617) 353-6840, E-mail: [kbecker@bu.edu](mailto:kbecker@bu.edu). For the journal style guidelines, visit <http://www.haworthpressinc.com>

## TRAVEL TIPS

An award winning international airport serves Vancouver. Almost twenty-five major airlines as well as fifteen regional and six charter airlines use the airport. Air Canada has been appointed the "Airline of Choice" for the IMDA 12<sup>th</sup> Annual World Business Congress. Delegates may find information about the airline at its website: <http://www.aircanada.ca> or call directly to toll free number of 1-800-361-7585 for assistance. Delegates making arrangements directly with Air Canada must quote **No. CV030285** to ensure they receive the discounts provided for the IMDA delegates. A wide selection of ground transportation is available from the airport to downtown Vancouver where the Hyatt Regency Hotel is located. Visitors to Canada should check the following websites for information regarding visa requirements and regulations for visits to Canada: <http://www.cic.gc.ca/english/visit/index.html> <http://www.cic.gc.ca/english/visit/visas.html> Another helpful site is the BC Travel website which provides additional useful information for visitors to Canada: <http://www.bctravel.com/travel2.html>



## REGISTRATION

Early registration must be received by May 26, 2003. The early registration fee is US\$325 per person, which includes membership dues for 2003-2004. Full-time student registration fee is US\$225 with a proper student ID and includes a subscription to the Association's Journal of Transnational Management Development and the IMDA membership for 2003-2004. 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 \$25. 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\$110. 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 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 in writing is requested.

## ACCOMMODATION

The Congress venue is the contemporary four star Hyatt Regency Vancouver Hotel. The excellent central downtown location offers easy walking access to shopping, dining, entertainment and attractions. The hotel offers 644 beautifully and tastefully decorated rooms including, 25 junior suites and 10 executive suites, plus the exclusive amenities on Hyatt Business Plan, Gold Passport, and Regency Club levels. For reservations please contact Mr. Robert Lei- Reservations Manager at Tel:+1-604-639-4825, Fax:+1-604-630-4829, E-mail:[rlei@hyatt.com](mailto:rlei@hyatt.com), Web page: [www.vancouver.hyatt.com](http://www.vancouver.hyatt.com) Please ask for the IMDA Congress package when making inquiries.

The conference rate, including days before and after the Congress, is \$200.00 Canadian single or double occupancy. This rate includes an open buffet American style breakfast. The cut-off date for reservations is June 1, 2003. You may cancel your reservations without penalty up to 24 hours before the beginning of the Congress. As the month of June is a very busy holiday season for Vancouver, you are urged to reserve early.

## Past World Business Congresses 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, Turkey



## Probable Future Congress Sites

Paris, France (2004), Nandi, Fiji Islands (2005), Edinburgh, Scotland (2006), Warsaw, Poland (2007), Hong Kong/Macau (2008), Moscow, Russian Federation (2009), Rio de Janeiro, Brazil (2010), Acapulco, Mexico (2011), Izmir, Turkey (2012). If you are interested in hosting a future Congress of the IMDA, please contact Director of the Association at [exccdirector@imda.cc](mailto:exccdirector@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

On Wednesday, June 25, 2003 there will be a full day sightseeing tour to the city of Victoria, on Vancouver Island. It is known as the "City of Gardens". The city boasts one of Canada's mildest climates, is the sunniest spot in the province and has a deeply rooted 150-year history. All of these factors have contributed to make Victoria the premiere tourist spot in North America's Pacific Northwest. The tour will include ferry and coach transport, entry fees, guided tours, and luncheon in Victoria. The estimated cost of this one-day tour will be USD \$90. Please indicate on the registration form in the appropriate box if you plan on taking part in this tour. On Thursday afternoon, June 26, 2003, there will be a complimentary tour of the City of Vancouver available for registered delegates and spouses. More information about the city of Victoria can be obtained by visiting the following website: [http://www.city.victoria.bc.ca/visitors/attractions\\_gen.shtml](http://www.city.victoria.bc.ca/visitors/attractions_gen.shtml)



**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](mailto:flkarakaya@umassd.edu) or [imda-l@umassd.edu](mailto:imda-l@umassd.edu) and IMDA web site: <http://www.imda.cc> IMDA Web Master: Dr. Talha Harcar [tdh13@psu.edu](mailto: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 check 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 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\$325, mailed to arrive before May 26, 2003. It includes my IMDA membership dues for 2003-2004 and a subscription to the IMDA Journal of Transnational Management Development. (\$375 if received after this date)
- Full-time student registration fee of US\$225, mailed to arrive before May 26, 2003, which includes the subscription for the Journal and IMDA membership for 2003-2004; I am including a photocopy of my student ID. (\$275 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 26, 2003, which does not include Journal subscription, IMDA membership, Congress proceedings, nor participation in Congress sessions. (\$110 if received after this date)
- Tour to scenic sites on Vancouver Island, the city of Victoria and the surrounding areas on Wednesday all day, June 25, 2003 from 8:00 a.m. to 17:00 p.m. Cost: \$90.00 per person inclusive of lunch, refreshments, bus transportation, ferry fees, entrance fees, and guided tours
- Late fee of US\$25 for all attendants who register on site
- Extra Page Fee of US\$25 per page

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 Credit Card Holder\* \_\_\_\_\_ Signature \_\_\_\_\_

\*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 Twelfth 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 an invoice 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.

Signature \_\_\_\_\_ Date \_\_\_\_\_

