Michigan State University CIBER Presents

Internationalizing Doctoral Education in Business: A Ph.D. Seminar
July 29-31, 2004

Kellogg Hotel and Conference Center
Michigan State University
East Lansing, Michigan

In Co-Sponsorship with the CIBERs at
Columbia University
University of Connecticut
University of Illinois
Indiana University
University of Kansas
University of Michigan
The Ohio State University
Purdue University
Texas A&M University
University of Wisconsin

Seminar Program

Thursday, July 29, 2004

4:00-6:00 p.m. Seminar Registration
Kellogg Center Hotel Lobby

6:30-7:00 p.m. Networking Reception
Kellogg Center East Patio (backup Red Cedar A&B)

7:00-9:00 p.m. Dinner and Welcoming Remarks
Kellogg Center East Patio (backup Red Cedar A&B)
S. Tamer Cavusgil, Michigan State University
Tomas Hult, Michigan State University
Robert Duncan, Michigan State University

Keynote Speaker
John Riesenberger, Former Vice President, Pharmacia

Friday, July 30, 2004

8:00-9:00 a.m. Late Registration
Kellogg Center Room 102

7:30-8:30 a.m. Breakfast Buffet
Kellogg Center Red Cedar A&B
8:30-10:00 a.m. Plenary Session I: Infusing International, Cross-Cultural, Comparative Dimensions into Your Professional Agenda
Kellogg Center Lincoln Room

S. Tamer Cavusgil
STRATEGIES FOR INTERNATIONALIZING (ENRICHING) YOUR SCHOLARSHIP AND PROFESSIONAL CAREER

Professor Cavusgil will make an argument for enriching your careers to international experiences. One should be proactive about internationalizing all aspects of our professional lives including scholarship and teaching. Such an effort can be personally rewarding and worthwhile in terms of professional development. This presentation will also suggest ways in which scholarship can gain international character. Suggestions for research topics will also be offered.

David Griffith, Michigan State University
Debunking the Myths and Exploring the Opportunities of Contributing to the International Business Literature

This presentation will attempt to disperse the common myths and legends related to infusing an international perspective into your work. At its core, this presentation will argue against the belief that simply taking a domestic topic into an international context contributes to the literature. Rather, it will be argued that professional development of a scholar focused on international business necessitates a unique theoretical and practitioner understanding of the topic both from a domestic and international standpoint.

Three common myths and legends regarding contributing to the international business literature which developing scholars in international business often adhere to are addressed: 1) adding and subtracting international constructs to existing models, 2) changing contexts, and 3) the lure of unique data.

This presentation will argue that contributing to the international business literature has both direct and indirect benefits to scholars and the field. As such, professional development opportunities for enrichment of academic careers are addressed.
Plenary Session I: Infusing International, Cross-Cultural, Comparative Dimensions into Your Professional Agenda
Kellogg Center Lincoln Room

Stephen M. Hills, Ohio State University

Professor Hills will discuss two initiatives at Ohio State that differ from the usual study abroad format or the funding of international data gathering efforts of PhD students. Each uses technology to expand the scope of an international business PhD student’s program of study. In the first instance, OSU is encouraging faculty members to use video conferencing via Internet 2 to bring lecturers from around the world into PhD seminars. A traditional lecture format with question and answer complements the syllabus prepared by the OSU faculty member.

Secondly, ISU is designing a virtual symposium for PhD students where several researchers at exchange partner universities are invited to participate with PhD students here. Multiple video conference links will be arranged so that participants can interact with each other without having to travel to a conference. The more spontaneous format and interaction allows students to pose questions about research done in other cultural environments. Open discussion, rather than a traditional lecture format, will encourage much give and take.

10:00-10:30 a.m. Networking and Refreshment Break
Kellogg Center Lincoln Room Lobby

10:30-11:45 a.m. Breakout Sessions
Kellogg Center Lincoln Room
Kellogg Center Room 107
Kellogg Center Room 110

Faculty from the previous panel session will facilitate concurrent breakouts.

12:00-1:00 p.m. Buffet Luncheon
Remarks: John Hudzik, Michigan State University
Kellogg Center Big Ten C
Friday, July 30, 2004 (cont’d)
1:00-2:30 p.m. Plenary II: Research Methodologies Applied in an International Context
Kellogg Center Lincoln Room

Tomas Hult, Michigan State University
(detail)

Roger Calantone, Michigan State University
This talk introduces a three-level framework of cross-cultural inequivalence, and proposes a detection procedure by integrating CFA, Optimal Scaling, and Multiple-Group LISREL into one system. This procedure can not only detect the existence of each level of inequivalence, but also allocate which specific item has scalar inequivalence.

The theory of why this works in cross-cultural studies in business and psychology will be presented. Furthermore, this analysis approach will be applied to a cross-cultural study of marketing cooperation with other functions in the new product development process, with the data collected from U.S., Japanese, and U.K. managers. The results demonstrate that this detection procedure is an easy-to-use and powerful tool in the research of cross-cultural inequivalence.

Shaoming Zou, University of Missouri
Cross-Cultural Research Design Issues

This brief presentation will focus on some of the important issues in designing a cross-cultural research. The goal is to highlight some key problems that cross-cultural researchers are likely to encounter and to suggest some techniques that researchers can use to deal with the problems. The examples of such issues include 1) the equivalency of instrument and measures; 2) sampling issues in international markets; 3) ethical questions; 4) cultural influence on scale sensitivity; 5) cultural effect on response behavior; and other issues relevant to conducting research in international markets.

2:30-2:45 p.m. Networking and Refreshment Break
Kellogg Center Lincoln Room Lobby

2:45-3:30 p.m. Breakout Sessions
Kellogg Center Lincoln Room
Kellogg Center Room 107
Kellogg Center Room 110
Plenary III: Internationalizing Teaching
Kellogg Center Lincoln Room

Mason Carpenter, University of Wisconsin-Madison

In this session Professor Carpenter will discuss the different dimensions on which your teaching can be internationalized, and different strategies you can adopt to meet such objectives.

Four primary dimensions are relevant – personal experience, subject matter, country, and cross-border. Personal experience refers to knowledge and experience with different languages and cultural settings. Subject matter refers simply to the topic, such as mergers and acquisitions or perhaps a particular theory. The country dimension also encompasses culture, in addition to larger social, political, and economic differences. Finally, cross-cultural refers to the intersection of the experience, subject matter, and country dimensions.

After participating in this session you will be able to inventory your own status on each of these dimensions, and map out a strategy for internationalizing your teaching toolkit or a particular course.

Roberto Garcia, Indiana University
Incorporating Digitized Video Clips to Enhance International Business Courses

A significant challenge faced by international business instructors covering large section undergraduate business classes involves engaging the students in material on which they have very little direct experience. This interactive session will expose participants to the use of video clips, launched directly from a PowerPoint lecture, to stimulate student learning of the impact of cultural differences on human interactions, as well as other traditional IB topics. Several clips will be shown to demonstrate differences in communication styles, social norms, negotiation styles, etc. across countries.

In addition to covering the basic technologies used to capture and deliver digitized videos, a number of video clips will be presented on key topics in international business teaching. This session will be of interest to international business and non-international business instructors.

Toshi Amino, Retired Vice President, Honda of America
(detail)
Friday, July 30, 2004 (cont’d)

5:00-5:45 p.m.  Breakout Sessions
Kellogg Center Lincoln Room
Kellogg Center Room 107
Kellogg Center Room 110

6:30 p.m.  Dinner
Kellogg Center Red Cedar A&B

Saturday, July 31, 2004

7:30-8:30 a.m.  Breakfast Buffet
Kellogg Center Red Cedar A&B

8:30-10:00 a.m.  Plenary IV:  What it takes to publish internationally-focused research:  Insights from Journal Editors
Kellogg Center Lincoln Room

S. Tamer Cavusgil
Scholarship and Publishing:  Are there best Practices?

This presentation will highlight best practices in crafting manuscripts and preparing articles for scholarly outlets. It will argue that scholarly writing is an art that can be mastered. The presentation will also survey major business journals that feature international articles.

Tomas Hult
(detail)

David J. Ketchen, Jr., Florida State University
WHY MANAGEMENT JOURNAL REVIEWERS RECOMMEND REJECTING YOUR INTERNATIONAL RESEARCH AND WHAT YOU CAN DO ABOUT IT

As a former associate editor for a mainstream management journal, the presenter oversaw the review process for dozens of internationally focused submissions. This presentation will first describe several patterns that emerged across reviewers’ comments on papers that were rejected. The prominent criticisms frequently offered included inadequate potential contribution, underdeveloped theory, and insufficient sample justification, among others. Next, potential remedies for each issue will be offered. Finally, some general lessons distilled from international submissions that were accepted at the journal will be offered.
Saturday, July 31, 2004 (cont’d)

10:00-10:30 a.m.  Networking and Refreshment Break  
                 Kellogg Center Lincoln Room Lobby

10:30-11:45 a.m.  Breakout Sessions  
                 Kellogg Center Lincoln Room  
                 Kellogg Center Room 107  
                 Kellogg Center Room 110

*Participants are asked to break out by functional area to meet with faculty panelists from the previous session.*

12:00-1:30 p.m.  Closing Luncheon and Presentation  
                Comments: Carl Liedholm, Michigan State University  
                Kellogg Center Big Ten C

*Seminar Adjourns*