

ACADEMY OF INTERNATIONAL BUSINESS, SOUTHEAST ASIA CHAPTER

Annual Report 2014-15

I. Current and Incoming Officers

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

In its last board meeting held in December 2014, Professor Geng Cui was nominated as the Chair of AIBSEAR after the retirement of Dr T. S. Chan in June 2015. With the voting process held in January 2015, Professor Cui was elected as the Chair-Elect of AIBSEAR.

II. Summary of Membership

The number of AIB members listed amongst the countries within Southeast Asia is holding steady. With the 2014 AIB Macau Regional Conference, we added 31 new/renewal members to AIB.

III. Summary of Meetings Held This Year

AIBSEAR Chapter Meeting 2014

The 2014 AIBSEAR Conference, with the theme: *Asian Economies and Businesses: Nation States in a Turbulent Environment*, was held during December 7-9, 2014 in the City University of Macau, Macau, China. There were a total of 51 papers in 14 concurrent sessions (including one special session for 9 papers presented in Chinese), with close to 70 participants. They came from 14 countries/cities: Australia, China, Denmark, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, New Zealand, Singapore, Taiwan, UK and USA.

Three renowned guest speakers were invited to give keynote speeches in the Opening and Plenary Session. They were Prof Rosalie Tung, Professor of International Business, Beedie School of Business, Simon Fraser University and President-Elect of AIB; Prof Roy Chung, BBS, JP, Honorary President of Federation of Hong Kong

Industries; and Dr António José Félix Pontes, Chairman of the Executive Board, Macau Institute of Financial Services. The titles of their keynote speeches respectively were “*Promise and Perils of Research on Asia*”, “*Change for Success*” and “*The 2008 Financial Crisis: Reasons, Costs, Duration, Consequences and Lessons for the Future*”.

The conference papers were published electronically in the form of a compact disk with the ISBN No. 978-962-8134-16-8

AIBSEAR Board Meeting 2014

The 2014 AIBSEAR Board Meeting was held on December 9, 2014. Professor T. S. Chan, Professor Geng Cui, Professor Y. K. Ip and Dr Eva Khong attended the meeting. Members received chapter updates, discussed future conference venues and the arrangement of succession of the Chapter Chair.

IV. Plans for Future Meetings

AIBSEAR Chapter Meeting 2015

The 2015 AIBSEAR Conference (with the theme of ***Global Businesses and Consumers in a Networked World***) is scheduled for December 3-5, 2015, to be held in Penang, Malaysia. The venue will be at the Shangri-La’s Rasa Sayang Resort and Spa.

Future Meeting Locations

Discussion in the recent Board meeting concluded that other locations under consideration for future conferences might include Yangon, Myanmar; Pattaya, Thailand; and Bandar Seri Begawan, Brunei. It was suggested to explore possibility to co-organize with Beijing Chapter in the future.

V. Other Initiatives

With the continuous support of the AIB Board, Prof Rosalie Tung, President-Elect of AIB, was invited to give the keynote speech in the Opening and Plenary Session. She had also discussed possible publication opportunity with the Chapter in the future.

Three papers submitted to the 2014 AIBSEAR Chapter Meeting were selected to receive our “Best Paper” awards. The awards were conferred during the Conference Dinner on December 7, 2014 at the Grand Lapa Hotel, Macau.

Paper Title

Assessing Response Format Effects on the Scaling of Marketing Stimuli

Authors

Ling Peng (Lingnan University, Hong Kong) and Adam Finn (University of Alberta, Canada)

The Effects of Organizational Slack and Outside Director Representation on Corporate Social Performance

Jaejoon You (Yonsei University, Korea) and Philsoo Kim (Yonsei University, Korea)

Unbundling the Effects of Institutions on Firm Resources: The Contingent Value of Being Local in Emerging Economy Private Equity Markus Taussig (National University of Singapore) and Andrew Delios (National University of Singapore)

To solidify and showcase outstanding research in international business relating to the Southeast Asia region, the second book of our AIBSEAR Series with Palgrave Macmillan, *“The Rise of Asian Firms: Strengths and Strategies”*, was published in November 2014. Our third book of the series is targeted for publication around November 2015, and the title is *“Asian Businesses in a Turbulent Environment: Uncertainty and Coping Strategies”*.