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International Business: Research, Teaching and Practice
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From the Editors,

The 2012 Academy of International Business Southeast USA Annual Conference was held at Florida Atlantic University in Fort Lauderdale and was one of the most successful conferences in the chapter’s long history. The 2012 AIB-SE conference delivered a record-breaking number of contributions from over 400 scholars, students and business practitioners from over 40 countries, and 6 continents. The annual meeting offered competitive and interactive paper sessions, a variety of thematic panels, a doctoral consortium, a meet-the-editors session with representatives from reputable international business journals and publications, a journal paper development workshop, a number of X-Culture events for undergraduate and master students from around the world, and several exciting professional development and social networking events.

The theme was “Institutions and Emerging Markets” and this special issue reflects that focus. The best conference papers were invited to be considered for publication in this special issue of International Business: Research, Teaching and Practice. Five papers were chosen and the special issue mirrors the wide multi-disciplinary and multi-method approaches adopted by scholars, students and business practitioners that joined the conference.

The first four papers contribute to the literature of emerging markets and internationalization of the firms, while the fifth is related to teaching in emerging markets. The first papers cover two main research areas, 1) the role of the world’s emerging economies and emerging market multinationals corporations (e.g. Russia and Romania), and 2) specific patterns of firms’ internationalization strategies from industrialized countries (e.g. Canada and the US).

Aleksandr V. Gevorkyan, in “Russia’s economic diversification potential: the untold story?”, lays out Russia’s nascent economic diversification potential via evolving institutional business structure and new sector developments. Focusing on the institutional business structure transformation and without neglecting the macroeconomic concerns, the paper develops an alternative look that offers a glimpse of hope for the economy’s sustainable path.

In “The Bucharest Stock Exchange case: Is BET-FI an index leader for the oldest indices BET and BET-C?”, Cornelia Pop, Dragos Bozdog, and Adina Calugaru provide an inside-out view regarding the internal diversification potential of one frontier equity market: The Bucharest Stock Exchange. This market has a leading position among the nine frontier equity markets of European Union, and must face the development challenges within the European Union itself.

In “Resource differences between Born Global and Born Regional firms: Evidence from Canadian Small and Medium-Sized Manufacturers 1997-2004”, Sui Sui, Zhihao Yu, and Matthias Baum investigate a very interesting phenomenon: Why some international new ventures pursue regional focused internationalization (so called Born Regional Firms), while others decide upon a globally dispersed approach (so called Born Global firms). The study draws on resource-based theory and applies logistic regression on a longitudinal sample of Canadian small and medium-sized exporting manufactures. Authors find that, compared to Born Regionals, BornGlobals
have significantly greater foreign market knowledge, and have significantly higher initial performance.

Dina Abdelzaher, William Newburry, and Sumit K. Kundu focus on “The Hidden Costs to Offshoring: Exploring the Mediating Effects of Social Responsibility and Employee Layoffs”. This paper further investigates the relationship between offshoring and financial performance, along with the mediating roles of employee layoffs and corporate social responsibility concerns on this relationship. Using an empirical study of US firms, the authors show that firms that offshore have significantly higher financial performance than those that do not offshore. Furthermore, they find that offshoring firms lay off more employees and face greater corporate social responsibility concerns.

Finally, Debra S. Bishop, Thomas H. Root, Jimmy D. Senteza, and Glenn H. McKnight discuss “Overcoming Challenges from Running a Faculty-Led Short-term Study experience in sub-Saharan Africa: Case Study Uganda”. In this research, the authors discuss their decade-long efforts at building a successful faculty-led program in Uganda. They provide many strategic recommendations to overcome the challenges of operating a program in Sub-Saharan Africa which include: 1) Destination perception, 2) Course design, 3) Logistics, 4) Destination relationships, 5) In-country course execution, and 6) Effort and rewards. The recommendations include: 1) Developing an interdisciplinary theme, 2) Building university partnerships, 3) Cultivating institutional support, 4) Ensuring open communication, 5) Embedding ongoing course improvement and 6) Assessing student learning.

We would like to thank all authors, reviewers, conference participants and the AIB-SE chapter for their contribution to make this issue of IBRTP a success. We are looking forward to next year’s conference at Georgia Tech Scheller College of Business in Atlanta, Georgia.

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