

## Call for Proposals for 2013-2015 AIB Insights Editor

The AIB Board is seeking a new Editor, to serve from August 2012 for a period of three years, renewable annually (first issue to be published under the new editor will be 2013-Q1). Under the able leadership of the current Editor, Ilan Alon, *AIB Insights* published short, contemporary, insightful articles pertaining to international business thinking from current events, AIB Fellows, pedagogical and curricular innovations, and tools of international business. (Access online: <http://aib.msu.edu/publications/aibinsights.asp>) Since 2009, *AIB Insights* published in several areas of interest to its membership:

### 1. Insights from Contemporary Events

- "The Global Financial Crisis and the Restructuring of the World Economy," by Thomas D. Lairson (Number 11, Issue 4)
- "Determining the Size of Worldwide Counterfeit Goods Market" by Alan Zimmerman (Number 11, Issue 4)
- Latest Trends in Global FDI Flows and Policies: A Synthesis of Recent Research by UNCTAD" by James Zhan and Guoyong Liang (Number 11, Issue 1)
- "Bangalore vs. Bollywood: Connectivity and Catch-Up in Emerging Market Economies" by Mark Lorenzen and Ram Mudambi (Number 10, Issue 1)
- "Thinking Strategically during the Global Downturn" by Klaus E. Meyer (Number 9, Issue 2)

### 2. Insights from AIB Fellows

- "Insights into the Future of International Business" by Yair Aharoni; (Number 11, Issue 2)
- "Insights into the Global Factory" by Peter Buckley; (Number 11, Issue 2)
- "Global 'Chop Shops' Slice, Dice and Outsource the Value Chain by Farok J. Contractor; (Number 11, Issue 2)
- "When Less is More: A Personal Perspective on CK Prahalad's Accomplishments" by Yves Doz (Number 11, Issue 2)
- "Offshoring, Outsourcing, and Strategy in the Global Firm" by Stephen Tallman;(Number 11, Issue 1)
- "Multinationals Make Money in the Third World" by Louis T. Wells (Number 10, Issue 1)

### 3. Insights for Pedagogy and Curricular Innovations

- "International Business Curriculum: Incorporating the Middle East" by P. Candace Deans (Number 11, Issue 3)
- "Teaching and Learning Global Marketing Using the Web" by Basil J. Janavaras (Number 12, Issue 1)
- "Gung Ho: A Fresh Look at a Video Classic for Teaching Cross-Cultural Management" by William R. Pendergast (Number 10, Issue 3)
- "The Launching of a New International Business Major in the Digital Age" by Clifford Wymbys (Number 10, Issue 2)

### 4. Tools of International Business

- "SWOT in International Business Revisited" by Marilyn M. Helms
- "The Imperative of Global Environmental Scanning" by Peter Enderwick (Number 11, Issue 1)

The Insights Editor has wide latitude in managing the publication and works closely with the AIB Secretariat and the Executive Board on developing a vision for AIB Insights. He/she will have a small advisory board and a transition to editorship starting with responsibilities for Issue 12, number 1 (2013-Q1).

Interested parties should submit an application, by **June 20, 2012**, to Tunga Kiyak, Managing Director of AIB at [aib@aib.msu.edu](mailto:aib@aib.msu.edu). Please include in your application a vision for the development of the publication (1-3 pages), highlighting past editorial experiences and links to professional networks, and a copy of your resume. The board may wish to meet with the potential candidates during the 2012 Washington DC conference, so please mention in your application whether or not you will be attending this year's conference and your travel dates.