



## **Thunderbird Research Center** **Academic Publications by Thunderbird Professors •2004**

### **Journal Articles, Books, Monographs**

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#### **OLUFEMI BABARINDE**

"From Lomé to Cotonou: Business as Usual?" European Foreign Affairs Review, (with Gerrit Faber) Vol. 9, Spring 2004

#### **LENA BOOTH**

"Loan Collateral Decisions and Corporate Borrowing Costs," with James R. Booth, accepted for publication at the Journal of Money, Credit, and Banking (JMCB).

"Underwriter reputation and aftermarket performance of closed-end funds." Journal of Financial Research, Volume 27, No. 4, Winter 2004.

#### **GUIOMAR BORRAS**

Co-authored the Instructor's Annotated Edition for College Spanish Textbook: Plazas. Lugar de encuentros. Authored by Hershberger, Robert, Navey-Davis, Susan, and Borrás A., Guiomar (2<sup>nd</sup> Edition 2005).

#### **JOSEPH L. CAVINATO**

Joseph L. Cavinato, "Supply Chain Logistics Risks: From the back room to the board room," International Journal of Physical Distribution & Logistics Management, Vol. 34, No. 5, 2004, pp. 383-387 (blind review).

#### **R. ETTENSON**

Ettenson, Richard & Jill Klein The Fallout From French Nuclear Testing In The South Pacific: A Longitudinal Study Of Consumer Boycotts, International Marketing Review, Vol 22, Issue 2.

ARTICLES CONDITIONALLY ACCEPTED FOR PUBLICATION (1)

Hill, Sam, Ettenson, Richard, and Dane Tyson, "Brand Portfolio Renewal," Sloan Management Review

**ROBIN GRIEVES**

"An Overlooked Coupon Effect in Treasury Futures Contracts," Journal of Derivatives, forthcoming (with Steven V. Mann)

"The Advantages of Using Effective Duration in Weighting Bond Trades," Journal of Bond Trading and Management, forthcoming (with J. Clay Singleton)

A Wall Street Internship: Volume 1- Introduction to Fixed Income Analytics, South-Western, 2005 (with Mark D. Griffiths)

**CHRISTINE UBER GROSSE**

The competitive advantage of foreign language and cultural knowledge. Modern Language Journal, 88, iii, 2004, pp. 351-373

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E-communication strategies for the business language class. Global Business Languages, 2003

**ROBERT GROSSE**

"Are the Largest Financial Institutions Really 'Global'?", Management International Review (2004). Vol. 44, No. 4. pp. 127-142.

"The Challenges of Globalization for Emerging Market Firms," Latin American Business Review, (2004) Vol. 4, No. 4. pp. 1-21.

"The Theory of the Multinational Firm," in Michael Hitt and Joseph Cheng (eds.), Theories of Multinational Enterprise. Boston: Elsevier. (2004). pp. 83-97.

The Future of Global Financial Services. Oxford: Blackwell Publishers, May 2004. 218 pp.

International Business-Government Relations in the 21<sup>st</sup> Century. (editor and co-author) Cambridge: Cambridge University Press, forthcoming 2005.

"New Institutional Economics and FDI Location in Central and Eastern Europe" (with Len Trevino) Management International Review (forthcoming 2005).

"Expected Impact of FTAA on Latin American Countries" (with Roy Nelson), Loyola University Chicago International Law Review, Volume I, Issue 2. July 2004. pp. 139-157.

**LLEWELLYN D. HOWELL**

"Focusing on Iran, Iraq, and North Korea Threatens National Security," in Helen Cothran, ed., National Security: Opposing Viewpoints, Greenhaven Press, 2004, pp. 91-95

**ANDREW INKPEN**

Inkpen, AC & Currall, SC. 2004. The co-evolution of trust, control, and learning in joint ventures. Organization Science, 15: 586-599.

Inkpen, AC & E Tsang. Forthcoming. Networks, social capital, and learning. Academy of Management Review.

Delios, A, Inkpen, A, Ross, J. Forthcoming. Escalation in international strategic alliances. Management International Review.

Inkpen AC, and Yves Doz, "International Management". 2004. Advances in International Management, Volume 16:43-52.

Inkpen, AC & A Sundaram. 2004. Rejoinder to Freeman, Wicks, and Parmar, Organization Science, 15: 370-371.

Currall, SC & AC Inkpen. 2003. Strategic alliances and the evolution of trust across organizational levels. In M West, D Tjosvold, and K Smith (Eds.) International Handbook of Organizational Teamwork and Cooperative Working. New York: John Wiley & Sons, 533-550.

**JANE KUO**

Open for Business, 2<sup>nd</sup> Edition. Cheng & Tsui, Spring, 2004.

Beijing Language and Culture University Press has decided to publish "Open for Business Vol. 1 and 2" in China. The books will be published in December 2004.

"A Comparison of Chinese and the United States Contemporary Business Communication," accepted for publication by American-Chinese Society and Culture.

**STEFAN MICHEL**

Michel, S., & Oberholzer Michel, K. (2004). Marketing. Eine praxisorientierte Einföhrung mit zahlreichen Beispielen. Zurich: Compendio. (300 Page Textbook in Marketing (German), 1<sup>st</sup> Edition)

Michel, S. (2004). Consequences of Perceived Acceptability of a Bank's Service Failures. Journal of Financial Services Marketing, 8(4), 388-400.

Michel, S. (2003). Beschaffung von Dienstleistungen. In R. Boutellier & S. M. Wagner & H. P. Wehrli (Eds.), Handbuch der Beschaffung (pp. 525-536). Miinchen: Hanser. (Book Chapter (German), 1<sup>st</sup> Edition)

**MICHAEL H. MOFFETT**

International Business, 7<sup>th</sup> Edition (with M. Czinkota and I. Ronkainen), Thomsen Southwestern, 2005 (printed in June 2004).

**ROY C. NELSON**

"Harnessing Globalization: Rio Grande do Sul's Successful Effort to Attract Dell Computer Corporation," Journal of Developing Societies, Vol. 19, No. 2-3, May 2004, pp. 268-307.

"Expected Impact of FTAA on Latin American Countries" (with Robert Grosse), Loyola University Chicago International Law Review, Volume I, Issue 2, July 2004, pp. 139-157.

"Competing for Foreign Direct Investment: Efforts to Promote Nontraditional FDI in Costa Rica, Brazil, and Chile," Studies in Comparative International Development (forthcoming).

**WINTER NIE**

"TQM across multiple countries: Convergence hypothesis versus national specificity arguments," with M. Rungtusanatham, C. Forza, B.R. Koka, and F. Salvador, Journal of Operations Management, forthcoming.

**JOHN O'CONNELL**

"Marine Cargo Security", Risk Management Magazine, March 2004

**CHRISTINE PEARSON**

Pearson, C.M. & Porath, C.L. "On the Nature, Consequences and Remedies of Workplace Incivility: No Time for 'Nice'? Think Again," (forthcoming) Academy of Management Executive.

Pearson, C.M., Andersson, L.A. and Porath, C.L., "Workplace Incivility" (2004) In P. Spector & S. Fox (Eds.) Counterproductive Workplace Behavior: Investigations of Actors and Targets, Washington, DC: American Psychological Association, 256-309.

Pearson, C. and Porath, C. (2004) "On Incivility, Its Impact and Directions for Future Research" In R. Griffin & A. O'Leary-Kelly. The Dark Side of Organizational Behavior, San Francisco, Jossey-Bass, 403-425.

**BARBARA PETITT**

"The Long-Horizon Performance of Acquiring Firms: The French Evidence" Finance Letters (volume 1, issue 5, October 2003)

"Who Drives Unrelated Diversification: A Study of Indian Manufacturing Firms," co-authored with Kannan Ramaswamy and Mingfang Li, accepted for publication in Asia Pacific Journal of Management.

**KANNAN RAMASWAMY**

Who drives unrelated diversification? A study of Indian manufacturing firms. Accepted for publication by Asia Pacific Journal of Management. (coauthored with Barbara Pettit and M. Li)

**GILLIAN RICE**

Rice, G. "Doing Business in Saudi Arabia." Thunderbird International Business Review, Vol. 46(1), 59-84, January-February, 2004, pp 59-84

Rice, G. and Sprague, A. "The Environmental Enterprise Corps: educating MBA students about sustainability." In Galea, C. ed. Teaching Business Sustainability, Volume 1: From Theory to Practice, Greenleaf Publishing Ltd., 2004, pp 178-184.

**THOMAS SELLING**

"Sarbanes-Oxley: Unintended Consequences," Global Vista, April 2004

**MARTIN H. SOURS**

"U.S. Services Trade and Investment in South Korea Under the U.S. ROK Alliance, in International Journal of Korean Studies, Spring/Summer 2003, Vol. VII, Number 1., pp. 133-145.

**JOHN J. STACZEK**

'One Word or Two: Psycholinguistic and Sociolinguistic Interpretations of Meaning in a Civil Court Case', co-authored with Alison Wray. Applied Linguistics, Oxford University Press (in press).

**ANNE STRINGFELLOW**

Managing conflict to improve the effectiveness of retail networks. Journal of Retailing 80(3) ,Fall 2004, 181-195, with K. D. Bradford and B. A. Weitz.

Profiting from customer relationship management. Business Horizons 47(5), September/October 2004, 45-52, with W. Nie and D. E. Bowen.

The service volunteer-loyalty chain: An exploratory study of charitable not-for-profit service organizations. Accepted for publication in the Journal of Operations Management, with P. Wisner, W. E. Youngdahl, and L. Parker.

**ANANT SUNDARAM**

'Stakeholder Theory and 'The Corporate Objective Revisited:' A Reply', Organization Science, May-June 2004.

'Mergers & Acquisitions and Corporate Governance,' in Recent Advances in Mergers & Acquisitions, C. Cooper and S. Finkelstein (eds.), JAI Press, 2004.

**MARY TEAGARDEN**

Von Glinow, M. A., Drost, E. A. & Teagarden, M. B. (2005) "Counterintuitive Findings in IHRM Research and Practice: When is a Best Practice Not Best for Practice?" in D. Ulrich, M. Losey & S. Messenger (Eds.) The Future of HR: 50 Thought Leaders Speak Out, New Jersey: John Wiley & Sons in press.

Teagarden, M. B., Von Glinow, M.A. & Drost E. A. (2005) "The Life-Cycle of Academic International Research Teams: Just When You Thought "Virtual Teams Were All the Rage ... Here Come the ARTs!" in M. A. Von Glinow, J. Cheng & D. Shapiro (Eds.) Managing Multinational Teams: Perspectives from Global Scholars, Philadelphia: Elsevier in press

**CARMEN VEGA CARNEY**

2004 "Determining the Intellectual Foundation for Business Spanish: Professional and Practical Reasons." Journal of Spanish and Portuguese for the Professions, 1,1 (2004), <http://www.jofsp.org/vegacarney.html>

**WILLIAM WAN**

Kim, H., Hoskisson, R. E., & Wan, W. P. 2004 "Power dependence, diversification strategy and performance in keiretsu affiliated firms," Strategic Management Journal, 25: 613-636.

Wan, W. P., forthcoming, "Country resource environments, firm capabilities, and corporate diversification," Journal of Management Studies.

**PRISCILLA WISNER**

The service volunteer-loyalty chain: An exploratory study of charitable not-for-profit service organizations. Journal of Operations Management, with A. Stringfellow, W. E. Youngdahl, and L. Parker.

Beyond Profitability: A framework for measuring the impact of ICT kiosks. 2003. In (A. Bahshah, S. Khan, M. Garrido, eds.) Connected for Development: Information Kiosks and Sustainability, United Nations.

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## Published Cases

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### **C. M. EDGAR BARRETT**

"The Chad-Cameroon Oil Project: Poverty Reduction or Recipe for Disaster", Thunderbird Case Series #: A01-04-0023

### **LAURANNE BUCHANAN**

"America West Airlines: An Airline in Transition", Thunderbird Case Series #: A12-04-0026

"Competitive Advantage through Channel Management", Thunderbird Case Series #: A12-04-0019

"Bayer AG: Children's Aspirin", reprinted in Crafting and Executing Strategy. The Quest for Competitive Advantage, Arthur A. Thompson, Jr., McGraw Hill

### **R. ETTENSON**

"Ad-lider Embalagens S/A: Marketing Research for Drawstring Trash Bags in Brazil" Coauthored with Rosane Gertner of Pace University and Dennis Guthery, Thunderbird Case Series #: A12-04-0031.

### **KEN FERRIS**

"Polly Peck International, Inc." Thunderbird Case Series # A01-04-0005

"America Online, Inc." Thunderbird Case Series #: A01-04-0002

"Lightpath Technology, Inc." Thunderbird Case Series #: A01-04-0001

### **C. ROE GODDARD**

"Argentina: Anatomy of a Finance Crisis" Thunderbird Case Series #: A01-04-0005

**CHRISTINE UBER GROSSE**

“Global E-Commerce at United Parcel Service” in the Thunderbird Case Series, reprinted in Deresky, Helen. International Management, 5th edition, Prentice-Hall, Jan. 2005.

“Global E-Commerce at United Parcel Service” in the Thunderbird Case Series, reprinted in Thompson, Strickland and Gamble, Crafting and Executing Strategy: The Quest for Competitive Advantage, 14<sup>th</sup> edition, Irwin/McGraw Hill, 2004.

“Innovation and Customer Service at E. Wong Supermarkets: A Peruvian Success Story”, (with Wanda Lauterborn), a multimedia case study (DVD and CD) that includes a variety of materials in both Spanish and English. Thunderbird CIBER, December 2004.

**ROBERT GROSSE**

“Dealing with Governments in Emerging Markets: The Heavy Crude Oil Pipeline in Ecuador,” Thunderbird Case Series #: A03-04-0028.

**DENNIS GUTHERY**

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“Ad-lider Embalagens S/A: Market Research for a Draw String Trash Bag in Brazil.” Coauthored with Rosane Gertner of Pace University and Richard Ettenson. Thunderbird Case Series #: A12-04-0031.

“Destination Marketing: Branding Las Vegas.” Coauthored with Rosane Gertner of Pace University. Thunderbird Case Series #: A12-04-0032.

**ANDREW INKPEN**

“Time Marches On: The Worldwide Watch Industry”, Thunderbird Case Series #: A12-04-0002

“Steve Parker and the GFS-China Technologies Venture”, Thunderbird Case Series #: A12-04-0027

“AT&T: Twenty Years of Change”, reprinted in Michael Hitt et al., Strategic Management, 6th Edition, 2004.

“Sesame Workshop and International Growth”: reprinted in Hitt et al., Strategic Management, 6<sup>th</sup> Edition, 2004.

“SingTel and Cable and Wireless Optus, 2004”, copyright Nanyang Business School.

“Southwest Airlines, 2002”: reprinted in Strategic Management, 6<sup>th</sup> Edition, Hitt et al., 2004.



## **JANE KUO**

“EuroDisneyland” case by Michael Moffett, translated into Chinese, Journal of language for International Business, Volume 15, 2004.

## **WANDA LAUTERBORN**

“Innovation and Customer Service at E. Wong Supermarkets: A Peruvian Success Story”, (with Christine Grosse), a multimedia case study (DVD and CD) that includes a variety of materials in both Spanish and English. Thunderbird CIBER, December 2004.

## **MICHAEL H. MOFFETT**

“Tirstrup BioMechanics,” Thunderbird Case Series #A06-04-0007 (with Professor B. Petitt)

“Porsche Exposed,” Thunderbird Case Series #A06-04-0004 (with Professor B. Petitt)

“What Happened at Enron?,” Thunderbird Case Series #A 15-04-0016 (sole authorship)

## **ROY C. NELSON**

“Delta Air Lines: The Latin America Contact Center Decision,” Thunderbird Case Series #: A03-04-0011

“Moving up the Value Chain: A Good Approach for Ireland?” Thunderbird Case Series #: A03-04-0018

## **KANNAN RAMASWAMY**

“Wal-Mart Stores Inc.: Dominating global retailing”, Thunderbird Case Series #: A09-04-0012 2004.

“Singapore International Airlines: Preparing for turbulence ahead”, Thunderbird Case Series #: A09-04-0013

## **BARBARA PETITT**

“Porsche Exposed” co-authored with Michael Moffett, Thunderbird Case Series #A06-04-0004.

“Tirstrup BioMechanics”, co-authored with Michael Moffett, Thunderbird Case Series #A06-04-0007.

## **GRAEME RANKINE**

“Home Store, Inc.” Thunderbird Case Series #: A01-04-0015

“Broadband Communications, Inc” Thunderbird Case Series #: A01-04-0014

“Enron’s Demise- Were there Early Warning Signs?” Thunderbird Case Series #: A01-04-0017



## **CAREN SIEHL**

“Organizational Alignment: Managing Global and Local Integration” Thunderbird Case Series #: A01-04-0008

“A Latin American Factory Start-Up” Thunderbird Case Series #: A01-04-0009

“Leading Across Cultures: India” Thunderbird Case Series #: A01-04-0010

## **PRISCILLA WISNER**

“D’Aquino Quimica Do Brazil S.A.” (with John Zerio), Thunderbird Case Series #: A01-04-0024

## **JOHN ZERIO**

“Mission Rubber Technologies” Thunderbird Case Series #: A01-04-0022

“D’Aquino Quimica Do Brazil S.A.” (with Priscilla Wisner), Thunderbird Case Series #: A01-04-0024.

“Univar Quimica S.A.” Thunderbird Case Series #: A01-04-0020.

“BAT Central America”, Thunderbird International Business Review - Vol. 46(2) 191-219, March-April 2004.

“CHP- Chaud Froid Plomberie”, Thunderbird Case Series #: A01-04-0021.