

The 5th Annual International Business Research Forum

Co-Sponsored by [Temple University CIBER](#) and [Irwin L. Gross eBusiness Institute](#)

Information Technology and International Business Theory and Strategy Development

**Philadelphia, PA
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Deadline for Submissions: December 19, 2003

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Over the years, two fundamental counteracting forces have shaped the nature of international business operations and research. The same counteracting forces have been revisited by many authors in such terms as “standardization vs. adaptation” (1960s-70s), “globalization vs. localization” (1970s-80s), and then “global integration vs. local responsiveness” (1980s-90s). If the recent explosive growth of information technology (IT) is considered, one could suggest a new IT-relevant one, “online scale vs. offline sensitivity,” to the litany of the supply-side and demand-side counteracting forces.

Although terms have changed, the quintessence of the strategic dilemma that globally operating companies face has not changed and may even remain unchanged for years to come. Are these terms just fashionable dichotomous “either/or” concepts of the time without some deep meanings? Or has something inherently changed in the nature of global strategy and competition under the influence of IT? Indeed, more recent views suggest these counteracting forces are no longer an either/or issue. Forward-looking, proactive firms have the ability and willingness to accomplish both tasks simultaneously.

As a result, changes wrought by IT are profound and need to be expressly incorporated in international business (IB) theory development. Theoretical concepts (e.g., transaction costs, information asymmetry, and cultural distance) and operational concepts (e.g., product development cycle, product differentiation, and market segmentation) may need to be recast in light of the growth of IT.

In this research forum we wish to foster a dialogue among scholars studying the effect of IT on IB strategy and theory development in an attempt to develop a more integrated view of the working of the modern MNCs in the global marketplace. About twelve papers will be selected for presentation at the [5th Annual IB Research Forum at Temple University](#), scheduled for March 27, 2004. Temple CIBER and Irwin Gross e-Business Institute will cover the presenters' travel expenses up to \$500. Subsequently, the best papers from the research forum will be published in a Special Issue of the Journal of International Management.

Manuscript Submission

All manuscripts should be submitted electronically by December 19, 2003 to Journal of International Management Office at jim@sbm.temple.edu. Alternatively, a disk copy may be submitted to Journal of International Management Office, The Fox School of Business and Management, Temple University, 349 Speakman Hall, Philadelphia, PA 19122, U.S.A. Manuscripts are submitted with the understanding that they are original, unpublished works and are not being submitted elsewhere.