

VICTORIA  
UNIVERSITY  
WELLINGTON

TE WHARE WĀNANGA  
O TE ŪPOKO O TE IKA A MĀUI



ANNUAL REPORT 2017

# Bank of New Zealand Chair in Business in Asia

Capital thinking. Globally minded.

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# Introduction

## **Welcome to the annual report of the Bank of New Zealand Chair in Business in Asia for 2017.**

The year 2017 was the first in which to see how Donald Trump, the new president of the United States, would implement his statements around an internal development focus and backing off on multilateral trades. During the year, China would start its new five-year plan, with many policy changes expected. It is also the year of the 50th anniversary of the Association of Southeast Asian Nations (Asean). Beyond the influence of China and the United States in Asia, within Asia there has been a lot happening.

With the support from the sponsors, advisory board, various stakeholders and colleagues, the BNZ Chair in Business in Asia has continued its role in business and public engagements to meet the needs of New Zealand organisations and provide an even more complex understanding of the Asia context.

Throughout the year, the Chair has engaged in many activities aligned with the objectives of the role, including high-quality research programmes, applied projects, practitioner-informed graduate teaching programmes and public education and engagement programmes.

Based on the degree of participation in pertinent conversations relating to Asia and the dissemination and absorption of knowledge about the region, 2017 has been a strong year. I look forward to seeing similar progress in 2018.



**Professor Siah Hwee Ang**  
Bank of New Zealand Chair in Business in Asia

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# Aims and objectives

**The Chair was established in 2013 at Victoria University of Wellington with sponsorship from the University, the Bank of New Zealand and three New Zealand government departments (the Ministry of Business, Innovation and Employment; the Ministry of Foreign Affairs and Trade; and New Zealand Trade and Enterprise). The Chair is located within the School of Marketing and International Business at Victoria Business School, and reports to an advisory board.**

The Chair aims to create and share knowledge that promotes and supports effective New Zealand business engagements with Asia. The Chair also provides insights to enhance government policy in this area. Specifically, the Chair's objectives are:

- to lead rigorous, high-quality research on Asia with a business and policy focus
- to lead executive education to build capability in the corporate and small- and medium-sized enterprise (SME) business sectors, the public sector and the professions
- to increase the ability of New Zealand trade and investment managers to conduct business successfully and profitably in Asia
- to increase New Zealanders' knowledge about business with Asia
- to serve as a critical centre for new knowledge networks, linking business, government and academia.

**[www.victoria.ac.nz/business-asia](http://www.victoria.ac.nz/business-asia)**

# Sponsors

The Chair is the result of an important partnership between Victoria University of Wellington and our principal sponsor, the Bank of New Zealand, with support from three government agencies: the Ministry of Business, Innovation and Employment; the Ministry of Foreign Affairs and Trade; and New Zealand Trade and Enterprise.

The University values these mutually beneficial relationships. Improving New Zealand's knowledge base on conducting business in Asia will have positive flow-on effects for all participating organisations, as well as other New Zealand entities conducting business in Asia.

## PRINCIPAL SPONSOR

Bank of New Zealand



The Bank of New Zealand (BNZ) helps New Zealand businesses operate, grow and prosper so that jobs are created, families and lifestyles are sustained, communities thrive and individual New Zealanders are able to realise their home-ownership, lifestyle, investment and retirement dreams.

The BNZ has a nationwide network of small business specialists to help manage and grow businesses. The BNZ also supports agribusinesses and businesses with an annual turnover of more than \$1 million by teaming them up with a BNZ partner (investment manager equivalent) to help accelerate their success.

The BNZ's New Zealand-based relationship management teams offer large corporate, financial and government entities access to a network of local and international experts who specialise in corporate banking, financial institutions and foreign exchange.

## SECONDARY SPONSORS

Victoria University of Wellington



Victoria University of Wellington is one of New Zealand's oldest and most prestigious tertiary institutions, with a proud tradition of academic excellence.

The University has a commitment to reciprocal, high-quality relationships, which spring from identifying and understanding the need for New Zealand to achieve sustainable development.

Victoria's historic and ongoing strength in public policy has been demonstrated by substantial contributions to major government projects. Entrepreneurship education is an emerging strength it is focused on building.

Victoria aims to produce graduates whose learning has been developed experientially, both inside and outside the classroom, and is informed by a global perspective.

Ministry of Business, Innovation and Employment



The Ministry of Business, Innovation and Employment (MBIE) plays a central role in shaping and delivering a strong New Zealand economy. It develops and delivers policy, services, advice and regulation to support business growth and the prosperity and wellbeing of all New Zealanders.

Ministry of Foreign Affairs and Trade



The Ministry of Foreign Affairs and Trade (MFAT) is the Government's leading source of advice on foreign and trade policy, diplomatic and consular issues and international development assistance.

Internationally, MFAT works to ensure that New Zealand's voice is heard, security and economic interests are advanced and protected, contributions are made to sustainable development in developing countries and New Zealand citizens abroad have their rights and safety protected.

New Zealand Trade and Enterprise



New Zealand Trade and Enterprise (NZTE) aims to help New Zealand businesses grow bigger, better and faster in international markets, supporting the Government's business growth agenda by creating conditions that encourage successful businesses to grow globally.

# Advisory board

**An advisory board that includes senior representatives from the University and sponsors supports the Chair. The board's role is to advise and support the Chair's work programme.**

The board meets three times a year to discuss the aforementioned items and potential initiatives.

In addition, the Chair and the board discuss regularly the research, public and executive education and other matters relevant to its work programme. The Chair also looks for opportunities to enable the sponsors to work collaboratively.

## ADVISORY BOARD MEMBERS

<b>Stephen Moir</b>	Board Chair and Director, Bank of New Zealand
<b>Paul Gestro</b>	Head of Asia Desk, Institutional Banking, Bank of New Zealand
<b>Katherine MacNeill</b>	General Manager, International Strategy, Ministry of Business, Innovation and Employment
<b>Jeremy Lambert</b>	Principal Adviser, Americas and Asia Group, Ministry of Foreign Affairs and Trade
<b>Sharon-May McCrostie</b>	Customer Director, New Zealand Trade and Enterprise
<b>Professor Bob Buckle</b>	Pro-Vice-Chancellor and Dean, Victoria Business School
<b>Associate Professor Dan Laufer</b>	Head of School of Marketing and International Business, Victoria Business School

# Research programmes

The Chair is involved in various research programmes and projects. Broadly, these cover the areas of alliances and acquisitions, competition, international business strategy, reputation and technology strategy.

## PROJECT

### THE IMPACT OF IMITATION STRATEGY AND RESEARCH AND DEVELOPMENT RESOURCES ON INCREMENTAL AND RADICAL INNOVATION: EVIDENCE FROM CHINESE MANUFACTURING FIRMS.

Co-authors: Jie Wu, University of Macau; Kathryn Rudie Harrigan, Columbia University; Zefu Wu, City University of Macau

#### Abstract

This study proposes and tests a theoretical framework that relates a firm's imitation strategy and its interaction with research and development (R&D) resources to incremental and radical innovation. The analysis of a panel dataset of 1,381 Chinese manufacturing firms in the period 2008–2014 shows that imitation strategy is positively related to incremental innovation but has an inverted U-shaped relationship with radical innovation. More interestingly, R&D resources serve as a critical boundary condition of the imitation strategy–innovation link—they strengthen the link between imitation strategy and incremental innovation but weaken the link between imitation strategy and radical innovation.

#### Current status

Published. Wu, J., Harrigan, K.R., Ang, S.H., 2017. The impact of imitation strategy and research and development resources on incremental and radical innovation: Evidence from Chinese manufacturing firms. *Journal of Technology Transfer* (DOI 10.1007/s10961-017-9621-9)

## PROJECT

### HUMAN RESOURCE MANAGEMENT, SOCIAL CONNECTEDNESS AND HEALTH AND WELLBEING OF OLDER AND RETIRED MEN: THE ROLE OF MEN'S SHEDS

Co-authors: Timothy Bartram, Jillian Cavanagh, Sandra G. Leggat and Nicola McNeil, all from LaTrobe University, Australia

#### Description

This study analyses human resource management in men's sheds in Australia. Men's sheds are volunteer-based, not-for-profit, grassroots community organisations that provide health-related resources and an avenue for largely older and retired men to engage with each other and the community. The research is timely, given the escalating numbers of retired men and rising national healthcare costs in Australia. The study used a sample of more than 200 men's sheds throughout Australia and matched 419 member responses to 162 leaders. Based on mediation analysis, it was found that perceived human resource practices support the retention of members and enhance the social connectedness and health and wellbeing of men's shed members. The quality of relationships between leaders and members was also important for membership retention. The study demonstrates the importance of human resource management in grassroots community organisations and its role in supporting the health and wellbeing of the community.

#### Current status

Published: Ang, S.H., Cavanagh, J., Southcombe, A., Bartram, T., Marjoribanks, T., McNeil, N., 2017. Human resource management, social connectedness and health and wellbeing of older and retired men: The role of Men's Sheds. *International Journal of Human Resource Management*, 28(14): 1986–2016.

## PROJECT

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### **SELF-SELECTED DEFENSIVE DIVERSIFICATION BEHAVIOURS: THE IMPACT OF COMPETITION**

#### **Description**

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In this paper, we argue that competition drives firms to self-select into defensive diversification. Specifically, we argue that firms facing higher competition will engage in less related diversification and more unrelated diversification, and performance from these strategies improves as competition rises. Further, these relationships are stronger in less concentrated industries. We find support for our hypotheses in a sample of manufacturing firms operating in the United Kingdom. The findings provide a fine-grained explanation of the defensive diversification hypothesis and the self-selected nature of related and unrelated diversification in the face of competition.

#### **Current status**

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Third round revise and resubmit at *European Management Journal*. Earlier revisions were presented at the Strategic Management Society Conference 2016.

## PROJECT

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### **INTENSITY OF INTERNATIONAL EXPANSION THROUGH HIGH-CONTROL MARKET EXPANSION MODES AND INTERLOCKED DIRECTORSHIPS**

Co-authors: Mirko Benischke, Erasmus University, Netherlands; Andrea Hooi Wai Linga

#### **Description**

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This study investigates director interlock as a mechanism by which a multinational corporation (MNC) learns and adopts high-control market expansion modes that other MNCs use. Using data on greenfields and acquisitions by Standard and Poor's 500 firms in the period 2003–2010, we find a significant relationship between the use of high-control market expansion modes by interlocked MNCs and the frequency of international expansion of a focal MNC through such modes in unrelated industries, with the relationship stronger for the depth of interlocked director experience. The findings contribute to the literature around the frequency of international expansion and microfoundations of international strategy.

#### **Current status**

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Third round revise and resubmit at the *Journal of World Business*.

## PROJECT

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### **FROM THE EDITORS: NEW DIRECTIONS IN THE REPORTING OF STATISTICAL RESULTS IN THE JOURNAL OF WORLD BUSINESS**

#### **Current status**

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Published: Hahn, E.D., Ang, S.H., 2017. From the editors: New directions in the reporting of statistical results in the *Journal of World Business*. *Journal of World Business*, 52(2): 125–126.

## PROJECT

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### **FOREIGN COMPETITION AND DOMESTIC FIRMS' COMPETITIVE ACTIONS: THE MODERATING ROLE OF POLITICAL TIES**

Co-authors: Weiting Zheng, Hong Kong Polytechnic University; Kulwant Singh, National University of Singapore

#### **Description**

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We examine how domestic firms respond to competitive pressures from foreign firms. We propose that foreign presence will trigger competitive reactions from domestic firms, particularly those connected with the State. We also argue that competitive actions undertaken by politically connected firms are likely to provide buffering from competition and will thus increase their survival chance. However, buffering from competition reduces associated benefits such as improved performance from increased market pressures, potentially lowering growth relative to politically unconnected peers. Analyses of firms in the Chinese television industry from 1993 to 2003 support our predictions.

#### **Current status**

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Full draft.

# Executive education and projects

To ensure that research and knowledge is disseminated from the Chair, it is essential that messages are conveyed to people involved with Asia. One avenue is executive education, through such means as seminars and short courses. Involving executives in practitioner and research projects is another avenue to help transfer knowledge. The Chair's participation in various activities that involve both specific and broader conversations around Asia business is a further mechanism useful for transferring knowledge.

## PROJECT

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### **BUSINESS OPERATIONS SURVEY: INTERNATIONAL RESULTS**

Role: Research advisory support for summer research project conducted in conjunction with the Ministry of Foreign Affairs and Trade.

#### **Description**

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The project will provide a better understanding of how and why our firms engage with the rest of the world, including informing on what is important for success in foreign markets and what barriers hamper overseas success.

# Seminars

As part of executive and public education, the Chair conducts seminars to disseminate knowledge and some research findings.

DATE	EVENT
8 Mar	Seminar and roundtable: 'Key economic developments in Asia and China's role in the global economy' at New Zealand Embassy, Beijing, China
9 Mar	Seminar and roundtable: 'Key economic developments in Asia and China's role in the global economy' at University of International Business and Economics, Beijing, China
2 May	Lecture: 'New Zealand businesses and Asia' in ASIA 101 Introduction to Asian Studies in Victoria University of Wellington's School of Languages and Cultures
30 Jun	Public lecture: at U3A Wellington City
12 Jul	Seminar: 'Asean-New Zealand relationship' at New Zealand MFAT's Asean public leadership programme for senior officials
20 Sep	Two lectures: 'Global markets' in MARK 101 Principles of Marketing in Victoria University of Wellington's School of Marketing and International Business
23 Oct	Seminar and roundtable: 'Key economic developments in Asia and China's role in the global economy' at New Zealand Embassy, Beijing, China
8 Nov	Seminar and roundtable: 'China's One Belt One Road initiative' at NZTE Wellington
13 Nov	Seminar: 'The Asean-New Zealand economic relationship' at New Zealand MFAT's Asean Public Leadership Programme for senior officials
Hamilton/Auckland: 21 Nov Wellington: 23 Nov	Seminar: 'Trade in the Trump era for North Asia: Implications for New Zealand', North Asia Centre of Asia-Pacific Excellence Regional Series



# Panels and roundtables

Beyond seminars, the Chair also acted as a panellist and participant in workshops and roundtables about Asia.

DATE	EVENT AND ROLE
22 Feb	Keynote speech at BNZ Asian Employee Resource Committee event
1 Mar, 10 May, 13 Jul	Invited as panellist and market expert at the China Capability Programme at New Zealand MFAT
24 Apr	Invited as participant to roundtable discussion with China Institutes of Contemporary International Relations delegation
27 Apr	Invited to Latin America New Zealand Business Council's annual general meeting to present 'Trading with culturally unfamiliar markets'
4 May	Invited to Antipodes' annual company meeting to present 'The Chinese market for personal and beauty care'
23 May	Invited for presentation and roundtable discussion at MBIE Lunchtime China Series on 'China's role in the global economy'
30 May	Participant to APEC Business Advisory Council's study on 'Globalisation and inclusive growth'
7 Jun	Invited as panellist at MBIE Asia Literacy seminar on Southeast Asia
Auckland: 5 Jul Wellington: 6 Jul	Invited to speak at the Hong Kong New Zealand Business Association seminar series on 'China's role in the global economy'
26 Jul	Invited for presentation and roundtable discussion at MBIE Lunchtime China Series on 'Implications for New Zealand's economy of China's One Belt One Road initiative'
3 Oct	Invited as participant at Productivity Commission's roundtable on 'Asia-Pacific economic integration and New Zealand's productivity potential' with Alan Bollard, executive director, APEC Secretariat and Paul Conway, director, Economics and Research, New Zealand Productivity Commission
8 Nov	Invited for presentation and roundtable discussion at MBIE Lunchtime China Series on 'Implications for New Zealand's economy of China's Made in China 2025'
15 Nov	Invited as panellist at the Celebrating Asean event for Asean's 50th anniversary by Asia Forum
15 Nov	Invited as panellist at the Trade in the Trump Era event by New Zealand Institute of International Affairs (NZIIA) Wellington and New Zealand Pacific Economic Cooperation Council (NZPECC)
28 Nov	Invited as panellist at the Celebrating Asean 50th anniversary event by Asean-New Zealand Business Council and Southeast Centres of Asia-Pacific Excellence

# Community engagements

The Chair also engaged in other roles in 2017.

## ROLES

Hosting visiting scholar Professor Snejina Michailova from University of Auckland (May 2017)

External panel review member for reviews of new academic programmes—Master of Business, Master of International Business and Master of Marketing at University of Auckland (May 2017)

External examiner for University of Auckland Master of International Business capstone projects (Mar 2016: 13 projects; Sep 2016: 9 projects; Mar 2017: 7 projects; Sep 2017: 11 projects)

External examiner for University of Auckland Master of Marketing capstone projects (Mar 2017: 4 projects; Sep 2017: 3 projects)

Coach for Victoria University's Skilled Migrant programme

Hosted the MFAT public awareness event on free trade agreements

Member of the Hong Kong New Zealand Business Association

Member of Victoria University research panel for the EFMD Quality Improvement System (EQUIS) peer review panel visit

Member of the Victoria University Master of Global Marketing and Master of Global Management Board of studies

Panel member to the Economics, Human and Behavioural Sciences Panel, New Zealand Marsden Fund

Universities of New Zealand representative on the selection panel for the Prime Minister's Scholarships for Asia

Academic Mentoring programme—mentored junior staff member Dr Weiting Zheng

Institute of Directors New Zealand full member

Royal Society of New Zealand professional member

Member of advisory group to the Economic Committee of Asia-Pacific Economic Cooperation (APEC)

Member of the Victoria University Master of Business Administration board of studies

MFAT Pre-posting programme (briefing diplomats on Asia markets) (2014–present)

Member of Research committee of Victoria's School of Marketing and International Business

Committee member of Victoria's School of Marketing and International Business Recruitment and Staffing committee

Member of the Victoria Business School Master of Global Management and Master of Global Marketing board of studies

Member of the Victoria Business School Master of Business Administration board of studies

# Practitioner-informed graduate teaching programme

## MMBA 558 INTERNATIONAL BUSINESS

### Description

The course examined the international business environment in which firms operate. It provided an overview of the strategies available to firms operating internationally and an understanding of how these firms can be managed in order to leverage international opportunities. Students who successfully completed the course demonstrated their ability to:

- understand frameworks and concepts relevant to international business
- use international business frameworks to critically evaluate information and develop appropriate strategies for international business
- appreciate various constraints managers face in their internationalisation process and international operations
- demonstrate knowledge of advanced and latest thinking in the international business field.

# Public education programmes

**For New Zealand to engage further with Asia, it is essential that our understanding and appreciation of it is not restricted to a small group of executives and managers who already have contact with Asia. To build critical mass in knowledge dissemination, the Chair communicates in public domains and uses them to enable a wider group of individuals and organisations to engage with an informed perspective.**

## UNDERSTANDING CHINA COLUMN

### Description

David Chaston, owner of [interest.co.nz](http://interest.co.nz), signed the Chair to run a regular column, Understanding China, on his site. When the column launched in May 2014, it was to be a fortnightly column in which business aspects of China were discussed from a Kiwi perspective. Due to strong and increasing readership, the column became weekly from July 2014.

The columns are at [www.interest.co.nz](http://www.interest.co.nz), [www.interest.co.nz/understanding-china](http://www.interest.co.nz/understanding-china) and [www.interest.co.nz/business](http://www.interest.co.nz/business)

The Chair contributed 20 articles from April through to December 2017.

DATE	COLUMN
4 Apr	Whilst Brexit and Trump have hogged the headlines, it remains important to keep an eye on developments within China
10 Apr	It makes no sense for the United States and China to engage in a trade war
26 Apr	Education and communication are still key in health-related value propositions in China
5 May	Top 10: America's show of steel, Corruption on TV in China, New Zealand is 'first' again, Nurturing home-grown, The big boys fight in Southeast Asia, Who is stealing your job?, and more
9 May	New Zealand needs to take the initiative and help itself to become the South-Pacific hub of China's One Belt One Road policy
31 May	The growing aviation cooperation between China and Russia as important for both countries, one that will transcend their regular squabbles
13 Jun	The vexed relationship between India and China and a suggestion that India's rise cannot be distanced from China
20 Jun	China will continue knocking on the doors of western countries with its 'notorious' outward direct investment in search of good value
30 Jun	Top 10: Siah Hwee Ang on China and the United States addressing their beef, The growing global population, Asia's cost challenges, The return of the conglomerate, Protectionism versus 'what's appropriate', Japan steps on to the Belt Road ... gingerly, and more
4 Jul	Made in China: China's plans to transform itself into a major innovation centre in manufacturing by 2025
17 Jul	Made in China: The 'grand strategy' looks ambitious but needs to be put in perspective of the overall development goal for the year 2049
25 Jul	Made in China: The impact for New Zealand and beyond from the Made in China 2025 initiative
8 Aug	One Belt One Road: Everything you need to know about China's ambitious One Belt One Road initiative
15 Aug	One Belt One Road: Why China's One Belt One Road project matters to New Zealand and who is involved
28 Aug	One Belt One Road: Some of the developments happening along the new Silk Road
12 Sep	One Belt One Road: We should expect a lot more discussion around when and how we can observe 'outcomes' from One Belt One Road activities
19 Sep	Chinese domestic players are now having a bigger influence on what foreign companies need to do to succeed in China
26 Sep	Political boundaries of conducting business when security and economic interests collide
6 Oct	Top 10: Siah Hwee Ang with the latest happenings across Asia-Pacific, including a new couple, an old and odd couple, Arbitration of the Belt and Road, The Kra Canal proposal, Capping population, and more
19 Dec	A change in mindset will be required to manage New Zealand-China ties beyond the celebration of the 45-year relationship so far and into the next five years

## INTERNATIONAL BUSINESS COLUMN

### Description

In July 2015, the Chair was invited to start writing a new column for Fairfax Media, in the business section of [www.stuff.co.nz](http://www.stuff.co.nz) (online) and the *Dominion Post* and the *Press* (in print).

The column runs weekly and commenced in October 2015. The Chair contributed 16 articles from April to December 2017.

DATE	COLUMN
17 Apr	Asia is moving fast, but not necessarily in our direction
1 May	Asia is diverse, so choose your market wisely
15 May	Dealing with a more selective Asia
29 May	Chinese market continues to serve up uncertainties that give cause for adaptation
12 Jun	Why is investment in Asia a low priority?
26 Jun	Asean is becoming a sound investing alternative to China
10 Jul	Branding in Asia takes time, effort and focus
23 Jul	Asian Infrastructure Investment Bank hits major milestone
7 Aug	Skilled migrants—the face of Asia in New Zealand
21 Aug	Asia engagement—it's time to think ahead
4 Sep	Educating businesses for Asian markets
18 Sep	Is the Regional Comprehensive Economic Partnership (RCEP) tracking to be another trans-Pacific partnership?
16 Oct	Implications as China and Asean deepen their economic ties
30 Oct	Business as usual after China's 19th National Congress of the Communist Party of China?
27 Nov	Slower growth in China inevitable, but not this year
11 Dec	Asean beyond 50—a market for Kiwi businesses

## OTHER COMMENTARIES

The Chair also made other commentaries upon invitation.

DATE	COMMENTARY AND WHERE PUBLISHED
16 Feb	Interview: How New Zealand can maintain relationships with both China and the United States, why Trump's threats won't all materialise and how multilateral trade agreements were always doomed to die <a href="http://www.interest.co.nz/business">www.interest.co.nz/business</a>
28 Mar	New Zealand can play its part on the Silk Road, <i>New Zealand Herald</i> China Report <a href="http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&amp;objectid=11826911">www.nzherald.co.nz/business/news/article.cfm?c_id=3&amp;objectid=11826911</a>
28 Mar	Interview: New Zealand can play its part on Silk Road <i>The Project</i> , television channel Three
30 Mar	Engaging Asia: Daunting but doable <a href="http://www.newsroom.co.nz/@future-learning/2017/03/30/17306/engaging-asia-daunting-but-doable">www.newsroom.co.nz/@future-learning/2017/03/30/17306/engaging-asia-daunting-but-doable</a>
30 May	Interview: China's credit rating downgrade underlines need for authorities to keep preventing Chinese from investing their savings overseas, Asia expert says <a href="http://www.interest.co.nz/business">www.interest.co.nz/business</a>
22 Jun	It's easy to do business in New Zealand, but it needs to be easier <a href="http://www.theconversation.com/its-easy-to-do-business-in-new-zealand-but-it-needs-to-be-easier-79114">www.theconversation.com/its-easy-to-do-business-in-new-zealand-but-it-needs-to-be-easier-79114</a>

# International engagements and recognition

As the Chair's role involves engaging with Asia, it is essential that its activities include those dealing with both Asian and international markets and institutions. These engagements can come in the form of editorships, visiting professorships, hosting international visitors and participating in international events.

## APPOINTMENT AS SENIOR EDITOR

*Journal of World Business* (September 2014–September 2017)

The *Journal of World Business* (*JWB*) is a premier journal in the field of international business and dates from 1965 when it was founded as the *Columbia Journal of World Business*. The *JWB* publishes cutting-edge research that reflects important developments in the global business environment and advances new theoretical directions and ways of thinking about global phenomena. The *JWB* especially encourages submissions that break new ground or demonstrate novel or counterintuitive findings in relation to established theories or assumptions. It welcomes a variety of conceptual and theoretical traditions, including those drawn from allied social and behavioural sciences. Although the *JWB*'s primary readers are scholars and researchers, it values contributions that explore and explicate implications for global enterprises and their managers, as well as consequences for public policy and the broader role of business in society. The Chair assumes the senior editor role that covers the broad areas of strategy, institutions and research design. The senior editor is assigned about 50 paper submissions a year by the *JWB* to oversee the process of considering them for publication. This includes an initial screening of the papers, rejecting papers that are not suitable with a letter to authors, sending appropriate papers to two to three reviewers identified through a search process and overseeing the two to three rounds of review with the authors and reviewers.

## EDITORIAL BOARDS

The Chair sits on the editorial boards of various international journals and, in this capacity, reviews a few papers each year.

- Editorial advisory board, *Business and Management Video Collection*, Sage Publications (2015–present)
- Senior editor, *Journal of World Business* (2014–2020)
- Editorial review board member, *Journal of World Business* (2014–2017)
- Editorial board member, *Asia–Pacific Journal of Human Resources* (2013–present)
- Editorial board member, *International Journal of Management—Theory and Application* (2013–present)
- Editorial advisory board, *Management, Business and Finance*, Versita Publishing (2012–present)
- Editorial board member, *Journal of Management and Organization* (2010–present)
- Editorial board member, *Long Range Planning* (2008–present)
- Editorial board member, *International Journal of Asian Business and Information Management* (2008–present)
- Editorial board member, *International Journal of Chinese Culture and Management* (2006–present)

## EXTERNAL ASSESSOR APPOINTMENT

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In 2013, the Chair was a visiting professor at the University of Malaya. The visit involved giving seminars and academic advice on publications to staff. In 2014, the University formally appointed the Chair to be an external assessor for its promotion process for three years. This involves assessing the credentials of candidates who are applying for promotion to associate professor and professor.

## INTERNATIONAL COMMUNITY ENGAGEMENTS

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The chair also undertook the following international community engagements during 2017:

- Visiting professor at Lanzhou University
- External assessor for University of Malaya's academic promotion process to professor and associate professor (Nov 2014–Nov 2017)
- Academic lead for North Asia University participation in the Centre for Asia–Pacific Excellence Initiative (2016–2017)
- Appointed as chair of Victoria University's Enabling Our Asia–Pacific Trading Nation Academic Distinctiveness theme (2017–2019).
- Steering committee member of Victoria University's Enabling Our Asia–Pacific Trading Nation academic distinctiveness theme (2016–2017)
- University delegate at China Scholarship Council Fair in Hangzhou and Xiamen (Oct 2017)
- Hosting Distinguished Professor Henry Yeung, professor of economic geography and co-director of Global Production Networks Centre from National University of Singapore (in coordination with the New Zealand Institute of International Affairs Wellington and the New Zealand Pacific Economic Cooperation Council) (November 2017)
- Technical committee member for 2017 International Conference on Business and Information Management (2017)



# Research team



## TESSA HOFFMAN

Tessa has recently completed a Bachelor of Commerce in Marketing and Media Studies and has begun a Master of Commerce in Marketing. She is currently researching the effect of scarcity on multichannel consumer behaviour, with a focus on online channels and device choice. Her other research interests include sustainability, retailing and communications.



## NAGHMEH KARGOZAR

Naghme has a Bachelor of Science in Chemical Engineering and a Master of Science in International Business Management from Sharif University of Technology, Iran. She is enrolled in Victoria's PhD programme, majoring in International Business. Her current research primarily examines the entry modes of multinational enterprises in the face of institutional pressures in home and host countries.



## DANA L. OTT

Dana earned her PhD in International Business from the University of Auckland Business School. She also has a Master of Science in Management from the University of Maryland University College, United States, and a Bachelor of Arts in Psychology from the University of Nebraska, United States. Her research interests include cultural intelligence, international experiences, global mobility and talent management. She has published in the *International Journal of Management Reviews*, the *European Journal of International Management*, the *Journal of Global Mobility* and *Global Talent Management and Staffing in Multi-national Enterprises* and has contributed to a number of academic conferences in the fields of international human resource management and international business.



## ZHANNA RODINA

Zhanna has a bachelor's degree in Oriental and African Studies with a major in Cambodian and Vietnamese languages from Saint-Petersburg State University; a Master of Business Administration from the French-Vietnamese Centre for Management Education, Hanoi National Economic University, Vietnam; and a Master of European Management from Strasburg Business School, France. She is currently enrolled in Victoria's PhD programme, majoring in International Business. Her current research primarily examines location choice of multinational enterprises in the face of corruption distance between home and host countries.

# Supervision

PhD	Naghme Kargozar, 'Institutional distance and multinational enterprises' governance mode: The role of vicarious and experiential learning' (expected completion Mar 2018)
	Umar Ahmed, 'Defying isomorphism: The role of institutionally similar learning and upper echelons' (expected completion Jul 2018) (Victoria University of Wellington Doctoral Scholarship)
	Zhanna Rodina, 'The effect of corruption on the choice of market entry modes: The case of healthcare industry in Asia' (expected completion Aug 2020) (Victoria University of Wellington Doctoral Scholarship)
Master of Commerce	Camille Cochrane, 'The relative effects of institutions on ownership in acquisitions' (Oct 2017)
	Xiaoxin Mo, 'The impact of institutional differences in relation to intellectual property rights protection on foreign direct investment: FDI inflows and modes of foreign market entry' (Jun 2017)
Master of Innovation and Commercialisation	Paul Dowd, 'Lifbak spinal load reduction exoskeleton commercialisation project report' (Aug 2017)

# Looking ahead

**Looking ahead to 2018, it is expected that some of the research projects will move on to the next stages in the research process. The projects are in different stages at the moment and relate to international branding, international political connections, foreign competition and international acquisitions and alliances. The target journals for the findings of these research projects will be the *Strategic Management Journal*, *Journal of Marketing*, *Journal of Management*, *Journal of Management Studies*, *Journal of International Business Studies*, *Global Strategy Journal* and *Journal of World Business*.**

The contributions to both the Understanding China column (at [www.interest.co.nz](http://www.interest.co.nz)) and the Fairfax Media Business column will continue on a biweekly basis for 2018, with the number of contributions anticipated to be around 50 articles. Ad hoc media articles will also happen throughout the year. Requests for commentaries from various media outlets will be met.

There will also be events in which the Chair will participate as a moderator, panellist or speaker. These events will allow further engagement with both businesses and governmental institutions in various cities in New Zealand.

Services to academic communities will continue, for example, in capacities such as senior editor of the *Journal of World Business*, editorial board service on other journals, Marsden Fund and Prime Minister's Scholarship for Asia panellist, reviewer and examiner for promotion processes in other universities and examiner to PhD and Master's theses.

Internally, the Chair will seek to contribute to the University's advancement in the Asia-Pacific space as chair of Victoria's Enabling Asia-Pacific Trading Nation strategic theme, as well as engaging with the North Asia and Southeast Asia Centres of Asia-Pacific Excellence at a national level.

In all, the Chair seeks to establish in 2018 even greater presence in all the arenas discussed, and to push more agendas enabling New Zealand organisations doing business in Asia and engaging with Asian organisations.

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