

INTERNATIONAL BUSINESS AND EUROPE IN TRANSITION

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INTERNATIONAL BUSINESS AND EUROPE IN TRANSITION

Edited by Fred Burton, Mo Yamin and Stephen Young

INTERNATIONALISATION STRATEGIES

Edited by George Chrysochoidis, Carla Millar and Jeremy Clegg

International Business and Europe in Transition

Edited by Fred Burton, Mo Yamin and Stephen Young



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Preface

It gives me great pleasure to introduce *The Academy of International Business Conference Volumes*, a new annual series developed by the UK Chapter of the Academy of International Business (AIB) and published by Macmillan. The purpose of the UK AIB, as a national Chapter of the worldwide organisation, is to promote international business as an academic discipline. In fulfilling this role, the UK AIB provides a forum for the exchange of ideas, for the presentation of research, for professional contact and for discussion of matters of common interest in teaching and research. The major event in the UK AIB calendar is the annual conference, which is held in universities around the country focusing on particular themes which are of research and policy significance in international business. Over the years a number of books have been published on the basis of selected papers (suitably edited) from particular conferences. The aim of the present series is to formalise this process, publishing high-quality research around important and topical international business themes, with a number of principles being adhered to:

- Each book will be planned and produced as an integrated volume, designed to make a significant contribution to research and writing in the field.
- The conference organiser(s) and a member of the Executive Committee of the UK AIB will act as editors for the series.
- The editors are responsible for selection of the articles to be included in the books. Where it is deemed necessary to produce a coherent volume, additional chapters may be commissioned from research experts in the area.
- All articles accepted for presentation at UK AIB conferences are referred. However, papers selected for inclusion in the conference volume will go through a further refereeing process involving the editors of the book and others.

The UK AIB was formed in the 1970s, and its first conference was held at UMIST, Manchester, in April 1974 organised by Dr Michael Z. Brooke, who remained as Chair until 1985. Professor Peter Buckley then held the position until 1991 when I took over. I would like to acknowledge the outstanding contribution that my predecessors have made in building the UK AIB and thereby laying the foundations for this book series. My sincere thanks also go to the members of the Executive Committee and especially Fred Burton, Carla Millar and Jeremy Clegg who have worked tirelessly for the AIB over a good number of years.

Finally my thanks go to Jane Powell of Macmillan who had the vision and foresight to recognise the quality of work being produced by UK academics in international business, and who has been so supportive in bringing this book series to fruition.

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STEPHEN YOUNG

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