



WAIB TURNS 20 – A YEAR OF CELEBRATIONS

Dear WAIB Members and Supporters,

2021 was a big year for WAIB as we turned 20, and we are finally able to celebrate together in person in 2022! To celebrate this milestone we planned a series of events and launched a number of new initiatives. As this is an exceptional year, we will be sending out two newsletters. This newsletter is dedicated to commemorating the events and initiatives that have already been accomplished and to highlighting what is yet to come. Most importantly, we would like to thank our members and supporters for celebrating with us by participating in our events and engaging with us across our social media platforms. Our deepest gratitude also goes to the female AIB Fellows and other senior female academics for making themselves available for panels and mentoring events.

We would also like to invite you to join us in our celebrations at the AIB World Conference in Miami. We are throwing a belated 20th Anniversary birthday party on the 7th of July and you can find join us at the WAIB exhibition booth. We hope to see many of our members there!

Best regards,

The WAIB Team

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WAIB WEBINAR: MANAGING GENDER EQUITY AND EQUALITY ACROSS BORDERS

This event was the first in the 20th anniversary celebration sequence. It was held on May 4, 2021. Despite scholarly and practitioner attention, gender equity and equality remain a persistent challenge and one of the UN Sustainable Development Goals (UN SDG #5). Although women's rights and labor market participation differ widely across countries, women around the world continue to experience discrimination at work, remain underrepresented in leadership roles, and are underpaid relative to men. To improve women's position, many organizations implement GDM that aims to foster gender equity and equality at work which encompasses anti-discrimination training, targeted gender recruiting, mentoring, work-family friendly policies, and practices that create synergies among people of different genders. Initial evidence suggests that the acceptance, implementation, and outcomes of GDM differ, depending on the country context, creating particular challenges for MNCs as their operations span across multiple countries. Research addressing global gender equity and equality, however, falls short of meeting this challenge. Studies on GDM in MNCs are sparse and comparative studies of GDM have been mostly conducted in the West, without sufficient consideration of contextual specificities. Although international HRM and IB research has focused strongly on comparative research and questions of understanding global versus contextual requirements, it has been criticized for marginalizing issues of gender. This webinar discussed reasons for this neglect and possible solutions to facilitate a research agenda on how to effectively manage gender equity and equality across different contexts.

Moderators: Dana Minbaeva (King's College London, UK) and Tanvi Kothari (San Jose State University, USA)

Panelists: Katharina Bader (Northumbria University, UK), Lena Knappert (VU Amsterdam, The Netherlands), Mila Lazarova (Simon Fraser University, Canada), Eddy Ng (Bucknell University, USA)

WAIB ONLINE CONFERENCE: NEW FRONTIERS OF GENDER RESEARCH IN IB

This online conference was the second in the 20th anniversary celebration event sequence. It was held on May 14, 2021. Among the top goals of the United Nation's 2020 Sustainable Development Goals is the pursuit of gender equality. The UN's 2020 report noted that worldwide, more girls are attending school, and more women are achieving leadership positions in government, but many challenges remain. In particular, there are concerns about the effects of the COVID-19 pandemic on female participation in the labor force, and possible regression of gender equality around the world. Gender issues, therefore, remain an important area of international business (IB) leadership. Moreover, MNEs are now operating subsidiaries in an increasing number of locations, opening their operations to a wider range of cultural norms than ever before, and many of these norms relate to the role of women and culturally accepted gender roles. Additionally, issues of gender other than the male/female dichotomy have increased in visibility in recent years, including LGBTQ issues, transgender awareness in international organizations, and changing norms regarding masculinity and the role of men in the modern economy. Thus, a deeper understanding of the impact of gender on IB activity and the role of gender in international management is imperative for the field of international business. This half-day conference aimed to investigate gender issues in IB and encourage greater research on gender in the field of IB.

Moderators: Amir Shoham (Fox School of Business and Management, Temple University), Amanda E.K. Budde-Sung (United States Air Force Academy)

Editor Panel Participants: Ram Mudambi (Fox School of Business and Management, Temple University), Shlomo Tarba (Birmingham Business School, University of Birmingham), Bill Newburry (Florida International University), Angela Knox (The University of Sydney Business School), Rudolf Sinkovics (University of Glasgow)

JOINT WEBINAR WITH THE SUSTAINABILITY SIG

Should international sustainability be more diverse and diversity more sustainable?

An academic-practitioner conversation on February 16, 2022

PANELISTS



Jennifer Oetzel

Maryam Yusuf

Banu Ozkazanc-Pan

CO-MODERATORS



Sarah Ku

Ha Nguyen



Women in the Academy of International Business



SUSTAINABILITY SHARED INTEREST GROUP

The joint Academy of International Business Sustainability Shared Interest Group and WAIB – Women in the Academy of International Business Webinar on “Intersections of Sustainability and Diversity” was held on 16 February 2022. The recording can be viewed in the membership area of the [AIB World website](#). The webinar was moderated by AIB Sustainability SIG Officer Sarah Ku (Georgia State University) and WAIB Board Member Ha-Nguyen T.T. (University of Vaasa).

We would like to thank the presenters: Banu Ozkazanc-Pan, Ph.D. (Brown University), Jennifer Oetzel (American University), and Maryam Anike Yusuf (The Busara Centre) who provided valuable insights. We learned that

governance, communication, and collaborative coordination help facilitate efforts surrounding sustainability and diversity in international business. However, organizations should be mindful to customize strategies and activities based on context, scalability, and cultural differences. We face a collective challenge of determining how to measure and evaluate organizational efforts that reflect authentic (instead of performative) behaviors.

JOINT EVENT WITH THE AIB ASIA PACIFIC CHAPTER - JAPAN

On the 3 March 2022 we held a joint webinar on “Developing Academic Career in a Changing World”. Academic careers are changing along with social, political, and economic changes. In this event, panelists discussed how academics in Japan and abroad have developed their careers and how their life experiences shaped their research and education themes. In the first part of the event YingYing Zhang Zhang (International University of Japan), Jane Lu (City University of Hong Kong) and Dana Minbaeva (King’s College London) discussed how they have carved out their international academic careers and how their career processes have led to their current research and teaching. They also provided insights on how they have managed their day-to-day lives. This part was held in English and was chaired by Sachiko Yamao (Keio University).

The second part of the event was held in Japanese. Panelists Tetsuya Usui (Nihon University), Sachiko Yamao (Keio University), Jesper Edman (Waseda University), YingYing Zhang Zhang (International University of Japan) and Katsuhiko Yoshikawa (Shizenkan University) shared their experiences on how they have developed their careers at universities in Japan and responded to questions from the floor. They also discussed career development for various “minorities” including early career academics, those who have shifted their careers from business to academia, minorities based on gender (e.g., female and LGBTQ) and cultural and linguistic backgrounds (e.g., foreign nationals). The session was chaired by Jusuke JJ Ikegami (Waseda University)

WAIB PANELS AT AIB CHAPTER CONFERENCES

This year also so WAIB sponsored panels at several AIB Chapter conferences.

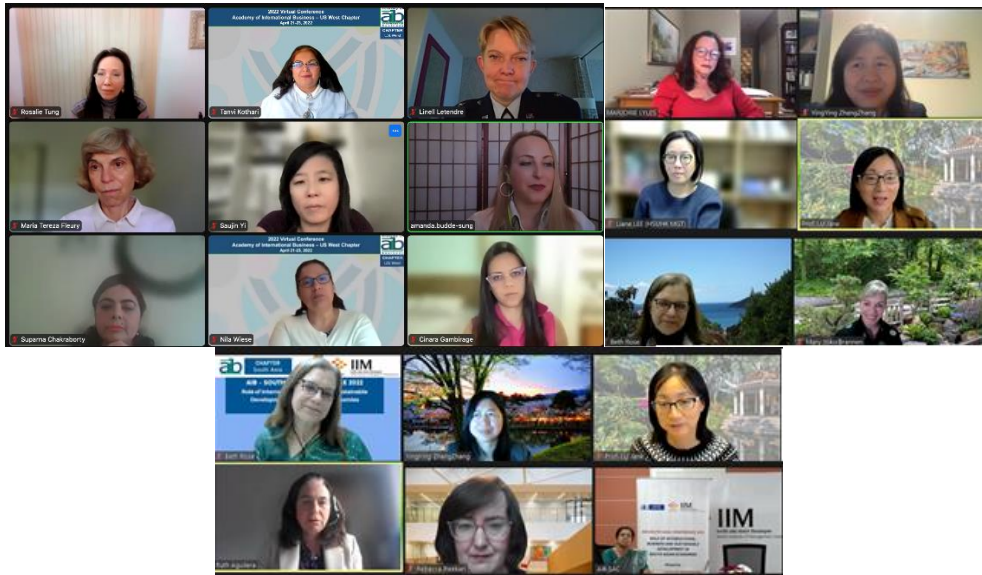
AIB US SE Chapter in October 2021, Chair: Malika Richards (Pennsylvania State University-Berks), Panelists: Yingying Zhang Zhang (International University of Japan), Tanvi Kothari (San Jose State University), Irina Naoumova (University of Hartford), Susan Forquer Gupta (Monmouth University)

AIB Oceania Chapter in November 2021, Chair: Noemi Sinkovics (University of Glasgow), Panelists: Elizabeth L. Rose (Indian Institute of Management Udaipur, India), Jane Lu (City University of Hong Kong, China), Nicole Coviello (Wilfrid Laurier University)

AIB Asia Pacific Chapter in December 2021 Chair: Yingying Zhang (International University of Japan), Mary Yoko Brennan (Copenhagen Business School), Marjorie Lyles (Indiana University Kelley School of Business), Jane Lu (City University of Hong Kong, China), Elizabeth L. Rose (Indian Institute of Management Udaipur, India)

AIB South East Asia Chapter in January 2022, Chair: Yingying Zhang (International University of Japan), Panelists: Ruth Aguilera (Northeastern University, USA), Jane Lu (City University of Hong Kong, China), Rebecca Piekkari (Aalto University, Finland), Elizabeth L. Rose (Indian Institute of Management Udaipur, India). The session was hosted by the conference Chair, Deepika Gupta (Indian Institute of Management Visakhapatnam).

AIB US-West Chapter in April 2022, “Women as Leaders in the COVID Era”, Chair: Amanda Budde-Sung (U.S. Air Force Academy) and Tanvi Kothari (San Jose State University), Panelists: Brig. Gen. Linell A. Letendre (Dean of the Faculty, U.S. Air Force Academy), Saujin Yi (CEO of Liquid, Inc.) Maria Tereza Fleury (Fundacao Getulio Vargas and University of Sao Paulo), Rosalie Tung (Simon Fraser University), Suparna Chakraborty (University of San Francisco)



TOP 20 FAVORITE READING LISTS

This year, we compiled four readings lists on various gender related topics. Three of these lists have already been released, the fourth list is coming in August. To celebrate each article on the respective reading list, we release one article per day. The lists can be found on our [website](#) together with a “behind the scenes” interview with the author(s) of the #1 article.

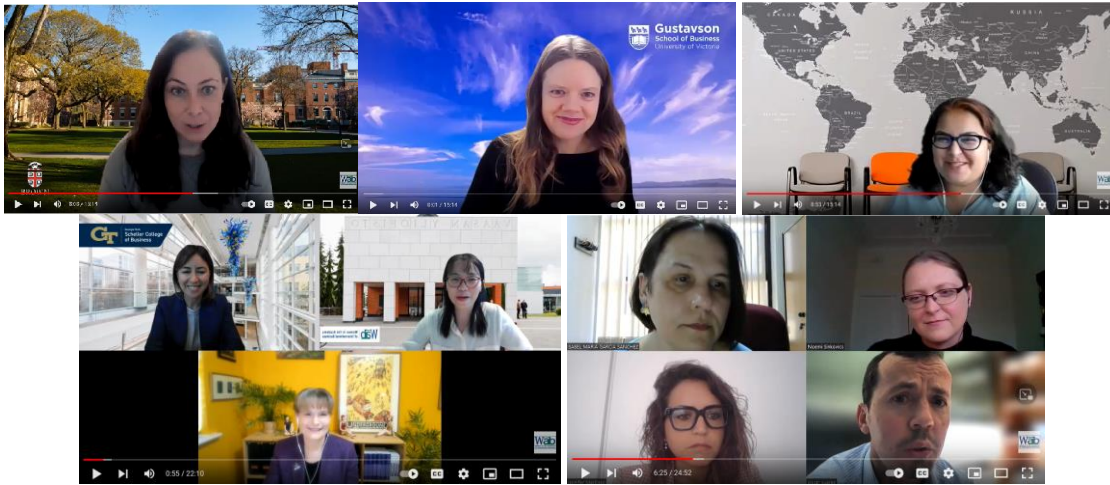
The first Top20 Reading List on [“Migration and Diversity in International Business”](#) was curated by Stacey Fitzsimmons and Tanvi Kothari. The #1 article on this list is “Superdiversity: a new paradigm for inclusion in a transnational world, Equality, Diversity and Inclusion” authored by Banu Özkazanc-Pan (2019). The interview can be viewed [here](#)

The second Top20 Reading List on [“Global Careers”](#) was curated by Saba Colakoglu with recommendations from Zeynep Aycan, Paula Caligiuri, Anne-Wil Harzing, Mila Lazarova, and Margaret Shaffer. The #1 article on this list is “The persistent myth of high expatriate failure rates” by Anne-Wil Harzing (1995). The interview can be viewed [here](#).

The third Top20 Reading list on [“Gender and Sustainability”](#) was curated by YingYing Zhang Zhang and Noemi Sinkovics. The #1 article on this list is “Female directors and impression management in sustainability

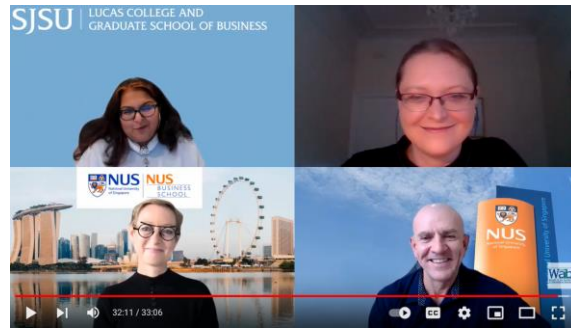
reporting" by Isabel Maria Garcia-Sanchez, Oscar Suárez-Fernández and Jennifer Martínez Ferrero (2019). The interview can be viewed [here](#).

The fourth Top20 Reading list on “Gender, corporate governance and emerging markets” was curated by Joan Lilian Ogendo. Stay tuned and follow us on social media to find out more.



PAVING THE WAY FOR DEI - INTERVIEW SERIES

WAIB launched a new interview series “Paving the way for diversity, equity and inclusion”. The interviews in this series are focusing on initiatives, lessons learned, and advice related to diversity, equity and inclusion. In our inaugural interview Noemi Sinkovics and Tanvi Kothari had a conversation with Marleen Dieleman (NUS Business School, Singapore) and Andrew Delios (NUS Business School, Singapore) about the DEI initiative at NUS Business School in Singapore. The interview can be viewed on our website and our [YouTube Channel](#).



WAIB BEST PAPER AWARD FINALISTS

Join us in congratulating the finalists of our yearly WAIB Best Paper Awards:

“Female CEOs, Institutional Environment, and Exports” (ID #87) by Farzana Chowdhury, Durham University, and David Audretsch, Indiana University - Session 4.5.37, track 1

“From professional aspirations to identity confirmation and transformation: The case of Japanese Career women working for foreign subsidiaries in Japan” (ID #215) by Markus Pudelko and Helene Tenzer, University of Tübingen - Session 2.1.8, track 6

PANELS AND PAPERS TO LOOK OUT FOR AT THE MIAMI CONFERENCE

We went through the Miami conference programme and compiled a list of panels and papers to look out for if you are interested in gender, diversity, and inclusion.

Session 1.1.3 – Panel, Hybrid format, July 7th, Time (EDT): 09:00-10:15

“Critical Perspectives on International Business (cpoib) Panel: Beyond the Moral and Business Cases for Diversity, Equity and Inclusion: Moving the Field forward within International Business” (Session# 221422)

Chair: Matevz (Matt) Raskovic, (Victoria University of Wellington), Panelists: Dana Minbaeva (King's College London), Noemi Sinkovics (University of Glasgow), Margaret Fletcher (University of Glasgow), William Newburry (Florida International University)

Session 1.4.3 – Panel, Hybrid format, July 7th, Time (EDT): 14:30-15:45

“Diverse Perspectives on Migration in International Business” (Session# 221425)

Chairs: Tanvi Kothari (San Jose State University) and Noemi Sinkovics (University of Glasgow), Panelists: Maria Elo (University of Southern Denmark), Tanvi Kothari (San Jose State University), Ram Mudambi (Temple University), Ursula Ott (Nottingham Trent University), Noemi Sinkovics (University of Glasgow)

Session 2.1.5 – Panel, July 8th, Time (EDT): 09:00-10:15

“Equity, Equality, Diversity and Inclusion in International Business” (Session# 221421)

Chair: Ajai Gaur (Rutgers University), Panelists: Dana Minbaeva (King's College London), Stacey Fitzsimmons (University of Victoria), Jane Lu (City University of Hong Kong), Saba Colakoglu (Georgia Institute of Technology)

Session 2.5.14 – WAIB Speed Mentoring Event, July 8th, Time (EDT): 16:15-17:30, Room: Meeting 2

Chair: Saba Colakoglu (Georgia Institute of Technology)

If you want to sign up as a mentee or have questions, please contact saba.colakoglu@scheller.gatech.edu.

Session 3.2.3 – Panel, July 9th, Time (EDT): 10:45-12:00

“Inclusion and Equity in Emerging Markets” (Session# 222143)

Chairs: Tanvi Kothari (San Jose State University) and Nila Wiese (University of Puget Sound), Discussants: Shameen Prashantham (CEIBS) and Melodena Stephens (Mohammed Bin Rashid School of Government)

Session 3.4.2 – Panel, July 9th, Time (EDT): 14:30-15:45

“Gender in IB: WAIB Presidents Discuss the Past, Present, and Future” (Session# 220621)

Chairs: Amanda Budde-Sung (U.S. Air Force Academy) and Tanvi Kothari (San Jose State University)

Panelists: Lorraine Eden (Texas A&M University), Amanda Bullough (University of Delaware), Joan Mileski (Texas A&M Galveston), Dana Minbaeva (King's College London), Susan Gupta (Monmouth University), Gabriele Suder (Federation University), Janet Murray (University of Missouri at St. Louis)

SESSIONS ORGANISED BY THE TEACHING AND EDUCATION SIG RELATED TO DIVERSITY AND INCLUSION:

Session 2.4.13 - Special Session July 8th, Time (EDT): 14:30-15:45 Room: Meeting 1

Teaching Café: “Diversity and Inclusion in IB Education” (Session# 222140)

Chairs: Ausrine Silenskyte (University of Vaasa) and Marleen Dieleman (National University of Singapore)

Session 3.1.4 – Panel, July 9th, Time (EDT): 09:00-10:15

“Teaching about the Social Aspects of Sustainability: Key Issues and Methods on Circularity, Equity, Diversity and Inclusion in Business Education” (Session# 220726)

Chair: Soo Min Toh (University of Toronto), Panelists: Marina Anna Schmitz (IEDC-Bled School of Management), Shashi Kant (University of Toronto), Miguel Cordova (Pontificia Universidad Católica del Perú), Soo Min Toh (University of Toronto)

Session 3.1.13 - Teaching Café, July 9th, Time (EDT): 09:00-10:15

“Diversity and Inclusion in IB Education” (Session# 222141)

Chairs: Ausrine Silenskyte (University of Vaasa) and Marleen Dieleman (National University of Singapore)

HOW TO JOIN & FOLLOW WAIB

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To join the WAIB listserv, WAIB-L, send an email message to listserv@list.msu.edu with the following in the body of the email: SUBSCRIBE WAIB-L YourFirstName YourLastName (for example, SUBSCRIBE WAIB-L Jane Doe). To set your WAIB-L subscription to a weekly digest, send a message to listserv@list.msu.edu with the following command SET WAIB-L DIGEST YourFirstName YourLastName (for example, SET WAIB-L DIGEST Jane Doe).

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