

International Business Research: A Retrospective

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Abstract: IB knowledge development is assessed *via* a survey of 1686 articles published from 1992 to 2002 in six influential IB serials. Specifically, this survey identifies (1) prolific authors and their institutions, (2) author demographics and collaborations, (3) major research streams and recent discipline evolution, and (4) research designs and statistical methods used. Such inquiry can reveal the current state of IB research, and suggest editorial mandates and future research directions.

Keywords: Literature review, international business, content analysis, business serials, scholarly research.

INTRODUCTION

The rapid globalization of firms has spurred research in international business (IB), which in turn has spurred an increase in IB-centric academic serials [1-3]. To assess the cumulative content of these serials formally—which can suggest editorial mandates and future research directions—a systematic retrospective is required.

Prior retrospectives of IB serials encapsulate various, although limited, aspects of published IB research, such as the most prolific authors and institutions [4, 5], research designs and methods used [1, 6, 7], geographic coverage of authors and studied countries [8], and major topics addressed [2, 9-11]. Although these retrospectives facilitate inter-serial comparisons, they typically focus on either one serial [5], one country [12], or one field of study [3]. To provide a broader perspective on IB research, this retrospective assesses IB knowledge enhancement *via* a survey of 1686 articles published from 1992 to 2002 in six influential IB serials. Specifically, it identifies (1) prolific authors and their institutions, (2) author demographics and collaborations, (3) major research streams, and (4) research designs and statistical methods used.

SERIALS SURVEYED

The top six IB serials listed in DuBois and Reeb (p.694) [13], which ranks 30 IB serials by adjusted citation impact, were analyzed. These serials (and respective publication countries) – all with adjusted citation impacts of greater than 0.50—are *Journal of International Business Studies* (JIBS, from the U.S.), *Management International Review* (MIR, from Germany), *International Marketing Review* (IMR, from the U.K.), *Journal of World Business* (JWB, formerly *Columbia Journal of World Business*, from the U.S.), *International Studies of Management and Organization* (ISMO,

from the U.S.), and *Journal of International Marketing* (JIM, from the U.S.)^{1,2}.

¹The editorial mandates of these six journals, as posted on their associated web sites, are as follows:

- JIBS “welcomes theoretical and empirical papers that advance social scientific research on international business. *JIBS* is a methodologically pluralistic journal. Conceptual and theory-development papers, empirical hypothesis-testing papers, mathematical modeling papers and case studies are especially welcome. . . . *JIBS* welcomes inter-disciplinary scholarship and commentaries that challenge the paradigms and assumptions of single disciplines or functions” (<http://www.jibs.net/>).
- § MIR “stresses the interaction between theory and practice. . . . Papers . . . are based on rigorous methodology, suggest models . . . to solve practical problems. . . . [and] advise . . . to what extent models can be translated and applied by the practising manager. . . . [B]esides its academic objectives the journal will serve some useful purpose for the practical world, and also help bridging the gap between academic and business management” (<http://www.uni-hohenheim.de/~mir/>).
- § JWB “publishes manuscripts that are broad in scope, but demonstrate keen insights into problems facing the professional practitioner as well as the academician. . . . [T]he editorial team has a keen understanding of problems facing the global manager in . . . human resource development, marketing, and strategic management” (http://www.elsevier.com/wps/find/journaldescription.cws_home/620401/description#description).
- § IMR “provides a platform for contemporary ideas in international marketing, the thinking, theory and practice. It . . . delivers research based on empirical studies of marketing strategy issues as well as comparative studies of markets and marketing practice with a purely ‘International’ flavour. [IMR] seeks to publish papers that are academically robust . . . [and] that communicate effectively and therefore really contribute to international marketing” (<http://hermia.emeraldinsight.com/vl=3463460/cl=60/nw=1/rpsv/imr.htm>).
- § ISMO “presents original articles . . . written for the journal or drawn from . . . relevant meetings around the world. Each issue is devoted to a single subject and is guest-edited by an expert” (<http://www.mesharpe.com/results1.asp?ACR=imo>).
- § JIM “is aimed at both international marketing/business scholars and practitioners. . . . JIM’s prime objective is to bridge the gap between theory and practice. . . . [and to] emphasize mainstream issues in international marketing management and strategy. . . . Articles in JIM provide holistic views of international marketing phenomena and explore interrelationships between marketing and other business functions” (http://www.marketingpower.com/live/content.php?Category_ID=364&Item_ID=1055&Src=).

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Table 1. Serials Reviewed

| Serial | Year of Initial Publication | Years Reviewed | # of Coded Issues ¹ | # of Articles | Articles Per Issue | |
|--|-----------------------------|----------------|--------------------------------|---------------|--------------------|-----------|
| | | | | | Mean | Std. Dev. |
| Journal of International Business Studies (JIBS) | 1970 | 1992-2002 | 45 | 422 | 9.4 | 1.9 |
| Journal of World Business (JWB, formerly Columbia Journal of World Business) | 1965 | 1992-2002 | 44 | 321 | 7.3 | 4.0 |
| International Studies of Management and Organization (ISMO) | 1971 | 1992-2002 | 44 | 230 | 5.2 | 1.2 |
| Journal of International Marketing (JIM) | 1993 | 1993-2002 | 40 | 203 | 5.1 | 0.4 |
| International Marketing Review (IMR) | 1984 | 1992-2002 | 65 | 301 | 4.6 | 1.2 |
| Management International Review (MIR) | 1966 | 1992-2002 | 46 | 209 | 4.5 | 1.1 |
| Total | | | 284 | 1686 | | |
| Mean per journal | | | 47.3 | 281.0 | 5.9 | |
| Standard deviation | | | 8.9 | 84.6 | 1.9 | |

Note: (1) A special issue counted as one issue.

Because this retrospective focuses on IB knowledge development, only articles, research notes, and viewpoints were considered; editorials, book reviews, keynotes, credits, glossaries, book reviews, and letters to editors were excluded [3, 8, 14, 15]. As a result, 1686 articles published from 1992 to 2002 were assessed. Five of six IB serials were published quarterly—IMR was published bimonthly—and only three special issues (one by JIBS and two by MIR) were published (Table 1). The mean articles per issue in JIBS is 9.4—more than any other serial—followed by JWB (7.3). The mean articles per issue in the other four IB serials is similar, ranging from 4.5 to 5.2. Except for JWB, the standard deviation of articles per issue is low, which signals serial maturity [16].

CONTENT MEASURES, CODING, AND CROSS-SERIAL COMPARISONS

Thirty-six measures—indexing information (e.g., serial name, year of publication), author demographics, article domains, samples collected, and primary methodologies used—were chosen for content analysis.

Author Demographics

Author demographics can provide the following insights:

- Identifying the most prolific IB authors acknowledges major contributors and assesses concentrations of contributions [11]. To establish benchmarks for research productivity, many serial retrospectives list the most prolific authors and their institutional affiliations [3, 14, 17-19].

² Although IB-related articles appear in many types of publications—such as non-IB-centric scholarly serials, trade magazines, and conference proceedings—this retrospective is limited to articles published in the most influential IB serials in English. Given the dominance of English-language serials in business [58], it is reasonable to assume that *IB scholars' contributions in these serials reflect their IB contributions in other serials and overall scholarly contributions in IB*. Furthermore, one goal of this retrospective is to capture the contribution of recent IB serials to IB knowledge development. Analysis of leading IB serials from 1992 to 2002 should reflect progress toward discipline maturity and augment earlier retrospectives of IB research published in the 1980s.

- Assessing the academic areas of IB authors suggests why certain topics are pursued and reveals the degree of interdisciplinary cooperation among authors.
- Identifying the country of authors' affiliated institutions suggests why certain samples are collected [3]. Here, it may confirm that scholarly IB research is a truly international endeavor [8].
- Assessing authors' academic rank—which is common in serial retrospectives—reveals the seniority of researchers who contribute most to knowledge development [14, 20-22].

Articles were coded for each author's name, institutional affiliation and its geographic location, departmental affiliation (e.g., management), academic title or rank, and gender. When an article listed two institutions for one author, the first institution was coded, i.e., the author's primary institution at time of publication, rather than current institution, was coded³.

Topics Addressed

Assessments of topic trends for serials may spur knowledge development and suggest future research directions [1, 5, 16, 23, 24]. Nonetheless, the content of published manuscripts is often ignored in serial retrospectives [2]. Because topics addressed in IB serials mirror current academic interests and IB practices, identifying topic trends can help junior scholars and practitioners recognize research opportunities.

³Citation analysis is an alternative way to assess author and institutional impact. An often-used method, its well-known biases include: (1) context independence (e.g., negative citations in counts); (2) perfunctory mentions, which comprise 20% to 60% of cites; (3) strategic citations (e.g., citing potential referees); (4) self citation; (5) circle citation (i.e., group of scholars who cite one another); (6) methods articles overrepresented; (7) recent and theoretical articles underrepresented; and (8) citations assumed of equal value (e.g., single and multiple mentions in same article count equally) [59, 60]. Because citation analysis discounts recent articles, and IB articles published from 1992 to 2002 were analyzed, author/institution counts seem preferable.

Samples Collected

Previous IB retrospectives tended to ignore the countries (and their populations) chosen for study [8]. External validity depends on sample generalizability [25]; the more countries surveyed in empirical articles, the more generalizable the results [1, 26]. In addition, relative non-coverage of a country or region may suggest research opportunities. Only rarely did authors fail to identify the countries in which, or about which, they collected data (e.g., they identified a region, such as the European Union), so coding was relatively straightforward.

Methodologies Used

Cross-cultural business studies have been criticized for their lack of internal and external validity [6, 27]. An analysis of empirical methods used in IB articles can highlight methodological strengths and weaknesses. In this regard, empirical IB articles were coded for (1) primary data collection methods, (2) sampling designs, including populations, sample subjects, sample frames, sample types, sample sizes, and response rates, and (3) primary data analysis techniques.

Coding Method

The coding task required reviewing entire articles rather than mere abstracts (cf. [2]). For variables with predominantly mechanical and relatively straightforward coding rules (e.g., author's name and affiliated institution), a single coder was deemed sufficient. For less straightforward variables (e.g., topics covered, primary data collection methods, sample subjects), two research assistants naive to the research questions were used [3, 7]. The two coders, trained under author supervision on 200 randomly selected articles, worked independently, and all disagreements were identified and resolved *via* discussion among coders and authors. The inter-coder reliabilities exceeded 91.5% for all dual-coded variables, which is excellent for such data [28].

Cross-Serial Comparisons

To provide a richer context for this retrospective, results were compared—when available—to reviews published in other business-related serials and conference proceedings (e.g., [15, 18, 29, 30]). As the top-ranked IB journal in several previous studies (e.g., [13]), JIBS was analyzed separately when appropriate.

CONTRIBUTOR PROFILE

Most Prolific Authors

Tables 2-1 and 2-2 list the most prolific authors by weighted authorship scores, a well-established productivity measure [4, 5, 16]. Under the standard weighting scheme, each author of a two-author article receives one-half credit, each author of a three-author article receives one-third credit, and so on. The most prolific author is Masaaki Kotabe, with 10.0 (4.5) weighted and 21 (10) unweighted authorships in IB serials (JIBS). Prolific JIBS authors are often prolific IB serial authors; 12 of 20 authors listed in Table 2-1 appear in Table 2-2. Of weighted authorships, 7.1% (119.3 of 1686) in IB serials are attributable to 0.9% (20 of 2298) of authors; similarly, 12.9% of weighted authorships (54.5 of 422) in JIBS are attributable to 3.0% (20 of 670) of authors.

Authorship concentration in both JIBS and IB serials is higher than that in IM serials [3].

For IB serials, 45% (9 of 20) of the most prolific authors are affiliated with non-U.S. institutions, which is somewhat higher than the 33.3% for JIBS (7 of 21) and 31.6% for five international marketing (IM) serials [3]. If IB serials are more prestigious than IM serials, then prolific scholars may be encouraged to submit their work to the former. For example, the University Grants Council (UGC) of Hong Kong, which considers scholarly publications when allocating funds to universities, rates these five IB serials as follows: JIBS (A); IBR and JIM (B+); and JWB and ISMO (B). In contrast, the UGC rates only three IM serials as follows: JIM (B+); and JGB and JICM (B). To maximize their grant money, prolific IB scholars in Hong Kong prefer to target the higher-rated IB serials.

Roughly one half of the most prolific IB serial authors are in marketing and one half of the most prolific JIBS authors are in management; the remaining authors are either in IB or general business. These high authorship concentrations suggest that IB research perspectives could be broadened by encouraging more IB serial submissions by non-U.S. and non-marketing/management scholars. In this vein, IB serial editors could post calls for papers with a more diverse set of online and offline venues or sponsor more interdisciplinary special issues (e.g., the recent special issues of *Journal of Business Research* and *Journal of the Academy of Marketing Science* on the interface between marketing and finance).

Most Prolific Institutions

The overlap between the top 25 most prolific institutions in IB serials and JIBS is 56% (14 of 25), and the Kendall coefficient of concordance for these 14 overlapping institutions is 0.16 ($\alpha=0.132$), which shows that JIBS often publishes research by scholars working at the most prolific research institutions in IB (see Table 3). Consistent with Hyman and Yang (2001) [3], Michigan State University (MSU), with 30.2 weighted authorships, is the first-ranked institution in IB serials, but only the eighth-ranked institution in JIBS. Perhaps the 27 unweighted and 16 weighted authorships by MSU faculty in JIM—which was published by MSU from 1993 to 1998 and edited by S. Tamer Cavusgil of MSU from 1993 to 2000—explains this difference in rank. University of South Carolina ranks second in IB serials, but first in JIBS.

Representing 3.3% (25 of 751) of institutions with contributing authors, the top 25 institutions in IB serials produced 21.3% (359.6 of 1686) of weighted and 20.8% (670 of 3224) of unweighted authorships; the top ten institutions created 11.1% (186.4 of 1686) of weighted and 10.9% (352 of 3224) of unweighted authorships. For JIBS, the top 25 institutions provided 32.5% (137.3 of 422) of weighted and 30.1% (260 of 864) of unweighted authorships; the top ten institutions created 17.7% (74.8 of 422) of weighted and 17.2% (149 of 864) unweighted authorships. Thus, authorships are more institutionally concentrated in JIBS than in IB serials.

Non-U.S. institutions—predominantly in the U.K., Scandinavia, Canada, and Hong Kong—comprise 48.0%

Table 2-1. Authorship in International Business Serials, by Author

| Rank | Author | Academic Institution ¹ | Academic Area | Unweighted Authorship ² | Weighted Authorship ³ |
|------|--------------------------|---|-----------------------------------|------------------------------------|----------------------------------|
| 1 | Kotabe, Masaaki | Temple U./U. of Texas at Austin | Marketing | 21 | 10.0 |
| 2 | Luo, Yadong | U. of Miami/U. of Hawaii | Management | 11 | 9.3 |
| 3 | Harvey, Mike G | U. of Mississippi/U. of Oklahoma | Management | 13 | 8.8 |
| 4 | Buckley, Peter J | U. of Leeds/U. of Bradford | International Business | 13 | 8.6 |
| 5 | Katsikeas, Constantine S | Cardiff U./U. of Wales | Marketing/Strategy | 15 | 7.6 |
| 6 | Czinkota, Michael R | U. of Georgetown | Marketing | 11 | 7.3 |
| 7 | Hu, Michael Y | Kent State U | Marketing | 7 | 7.0 |
| 8 | Sullivan, Daniel P | U. of Delaware/Tulane U | Management | 7 | 6.5 |
| 9 | Cavusgil, S. Tamer | Michigan State U | Marketing/International Business | 9 | 5.5 |
| 10 | Beamish, Paul W | U. of Western Ontario/Wilfrid Laurier U | Business | 10 | 5.3 |
| 11 | Pan, Yigang | U. of Hong Kong/York U./U. of Oregon/ DePaul U | Marketing | 9 | 5.0 |
| 12 | Tse, David K | U. of Hong Kong/City U. of Hong Kong/ U. of British Columbia | Marketing | 11 | 4.7 |
| 13 | Brouthers, Lance E | U. of Texas at San Antonio/U. of Akron | Management/Marketing | 9 | 4.3 |
| 14 | Agarwal, Sanjeev | Iowa State U | Marketing | 8 | 4.3 |
| 15 | Leonidou, Leonidas C | U. of Cyprus | Business | 7 | 4.3 |
| 16 | Liesch, Peter W | U. of Queensland/U. of Tasmania | Management | 7 | 4.2 |
| 17 | Birkinshaw, Julian M | London Business School/Stockholm School of Economics | International Management/Strategy | 7 | 4.2 |
| 18 | Brouthers, Keith D | U. of East London/Vrije Universiteit | International Management/Strategy | 7 | 4.2 |
| 19 | Shenkar, Oded | Ohio State U./Tel Aviv U./U. of Hawaii | Management/Human Resources | 7 | 4.2 |
| 20 | Samiee, Saeed | U. of Tulsa | Marketing | 9 | 4.1 |
| | Total | | | 198 | 119.3 |

Notes:

(1) Author's institutional affiliation(s), from most recent to former one(s).

(2) Number of articles on which name appears as author or coauthor.

(3) In computing weighted authorship, fractional credit is given; one-half authorship is credited to each contributor of a two-author article, one-third authorship is credited to each contributor of a three-author article, and so on.

(12 of 25) of most prolific institutions in IB serials, which is far higher than the 24% (6 of 25) in JIBS and 28% in IM serials [3]. The dispersion of contributors to IB serials shows that IB research is an international endeavor [8] and suggests why data from certain nations is often collected and analyzed [3].

Institutional Affiliation, by Country

In IB serials, scholars affiliated with U.S institutions contributed 49.4% (740.4 of 1686) of weighted and 45.5% (1466 of 3224) of unweighted authorships (see Table 4), which are lower than 68.0% and 63.4%, respectively, in IM serials [3]. U.S.-based authors contributed 58.1% (502 of 864) of unweighted authorships in JIBS from 1992 to 2002, compared to 74.3% from 1970 to 1993 [8]. Although the U.S. remains “home to . . . high proportion of IB scholars writing in the English language” (p.707) [5], non-U.S.-based scholars—especially in the U.K., Australia, Hong Kong, and Netherlands—have increased their relative contribution over time. Possible reasons for this increase are: (1) MIR and IMR are Europe-based serials, thus leading to more U.K.-based authors; (2) researcher productivity in Australia, Hong Kong,

and Netherlands has increased; (3) increased pressure on U.K. scholars to publish in academic serials [31]; and (4) editors of IB serials are now striving for a more internationally balanced authorship [5].

Academic Area

For unweighted authorships in IB serials, 21.8% (704 of 3224) are by scholars in management or related fields, 18.1% (584 of 3224) are by marketing scholars, 13.3% (430 of 3224) are by IB scholars, 20.0% (643 of 3224) are by ‘other’ business scholars, 7.7% (248 of 3224) are by non-business scholars, and 9.8% (315 of 3224) are by non-academicians (see Table 5). For unweighted authorships in JIBS, 29.1% (228 of 783) are by scholars in management or related fields, 14.4% (584 of 783) are by marketing scholars, 13.3% (241 of 783) are by IB scholars, 13.2% (103 of 783) are by other business scholars, 5.7% (45 of 783) are by non-business scholars, and 1.4% are by non-academicians. Relative to IB serials in general, JIBS tends to publish a greater percent of management and ‘other’ business scholars, but a smaller percent of marketing scholars and non-academicians. Thus, JIBS and IB serials are multidisciplinary, although

Table 2-2. Authorship in *Journal of International Business Studies*, by Author

| Rank | Author | Academic Institution ¹ | Academic Area | Unweighted Authorship ² | Weighted Authorship ³ |
|------|--------------------|---|-----------------------------------|------------------------------------|----------------------------------|
| 1 | Kotabe, Masaaki | Temple U./U. of Texas at Austin | Marketing | 10 | 4.5 |
| 2 | Pan, Yigang | U. of Hong Kong/York U./U. of Oregon/ DePaul U | Marketing | 8 | 4.5 |
| 3 | Sullivan, Daniel P | U. of Delaware/Tulane U | Management | 4 | 4.0 |
| 4 | Buckley, Peter J | U. of Leeds/U. of Bradford | International Business | 6 | 3.8 |
| 5 | Luo, Yadong | U. of Miami/U. of Hawaii | Management | 5 | 3.8 |
| 6 | Brouthers, Lance E | U. of Texas at San Antonio/U. of Akron | Management/Marketing | 8 | 3.3 |
| 7 | Harvey, Mike G | U. of Mississippi/U. of Oklahoma | Management | 3 | 3.0 |
| 8 | Roth, Kendall | U. South Carolina | International Business | 5 | 2.8 |
| 9 | Tse, David K | U. of Hong Kong/City U. of Hong Kong/ U. of British Columbia | Marketing | 7 | 2.8 |
| 10 | Shenkar, Oded | Ohio State U./Tel Aviv U./U. of Hawaii | Management/Human Resources | 5 | 2.7 |
| 11 | Brewer, Thomas L | Georgetown U | International Business | 3 | 2.5 |
| 12 | Miller, Kenneth D | Purdue U | Management | 3 | 2.5 |
| 13 | Agarwal, Sanjeev | Iowa State U | Marketing | 5 | 2.5 |
| 14 | Aulakh, Preet S | Temple/Memorial U. Newfoundland/Michigan State | International Business | 6 | 2.3 |
| 15 | Makino, Shigefumi | Chinese U. of Hong Kong/U. of Western Ontario | Management | 5 | 2.2 |
| 16 | Brouthers, Keith D | U. of East London/Vrije Universiteit | International Management/Strategy | 4 | 2.2 |
| 17 | Zaheer, Sri | U. of Minnesota | Management | 3 | 2.0 |
| 18 | Kwok, Chuck CY | U. of South Carolina | International Business | 5 | 2.0 |
| 19 | Werner, Steve | U. of Houston | Management | 5 | 1.8 |
| 20 | Beamish, Paul W | U. of Western Ontario/Wilfrid Laurier U | Business | 4 | 1.8 |
| 21 | Verbeke, Alain | Vrije Universiteit | Business | 4 | 1.8 |
| | Total | | | 98 | 54.5 |

Notes:

(1) Author's institutional affiliation, from most recent to former one(s).

(2) Number of articles on which name appears as author or coauthor.

(3) In computing weighted authorship, institutions with authors of coauthored articles receive fractional credit; one-half authorship is credited to each contributor of a two-author article, one-third authorship is credited to each contributor of a three-author article, and so on.

JIBS, in accord with its editorial mandate, is more academically oriented.

Rank and Gender

For IB serials, the percentages of unweighted authorships by academic rank is 27.1% administrators (e.g., Deans), research directors, and professors, 16.0% associate professors, 17.1% assistant professors, 19.3% 'other academics', and 6.7% practitioners. Although similarly distributed, the percent of unweighted authorships by non-academicians is lower in JIBS than in IB serials, which is consistent with its more academic readership. The basically uniform distribution of contributions by rank in JIBS, IB serials, and IM serials is consistent with other business serials published during the 1970s and 1980s (see Table 6). Thus, IB serials are dominated by neither junior nor senior scholars, which implies that IB knowledge development is neither stalled by a 'old guard' trying to protect its academic turf nor ensnared by a 'new wave' who lack historical perspective.

Among IB serial articles for which author gender was clearly identifiable, female authors comprise 15.5% (484 of 3128) and male authors comprise 84.5% (2644 of 3128) of unweighted authorships; the percentages for JIBS are similar. If not reflective of their relative propensities among IB scholars, then IB serial editors might encourage more inter-gender collaboration among prolific IB authors.

Author Diversity

From 1992 to 2002, IB serials published 1686 papers by 2298 authors. For authors, 80.2% appear once, 11.1% appear twice, and 8.7% appear three or more times; during the same period, JIBS and IM serials show similar patterns. This authorship pattern is similar to *Journal of Marketing* from 1960 to 1981 [29] and major marketing journals (e.g., *Journal of Marketing Research*, *Journal of Consumer Research*, *Marketing Science*) from 1984 to 1993 [15]. Relative to analyses of earlier—predominantly pre-1990s—articles in selected business serials, recent author diversity in IB and IM

Table 3. Authorship in *Journal of International Business Studies (JIBS)* and *International Business Serials (IBS)*, by Academic Institution

| JIBS | | | IBS | | |
|-------------------------------------|------------------------------------|----------------------------------|-------------------------------------|------------------------------------|----------------------------------|
| Institution | Unweighted Authorship ¹ | Weighted Authorship ² | Institution | Unweighted Authorship ¹ | Weighted Authorship ² |
| University of South Carolina | 28 | 12.9 | Michigan State University | 59 | 30.2 |
| University of Western Ontario | 19 | 9.1 | University of South Carolina | 44 | 20.2 |
| INSEAD | 12 | 7.8 | Columbia University | 25 | 20.1 |
| Georgetown University | 14 | 7.5 | Copenhagen Business School | 29 | 18.1 |
| University of Pennsylvania | 12 | 7.5 | University of Western Ontario | 38 | 17.7 |
| University of Texas at Austin | 15 | 6.9 | University of Texas at Austin | 36 | 17.1 |
| Chinese University of Hong Kong | 17 | 6.8 | University of Hawaii | 31 | 16.6 |
| Michigan State University | 14 | 5.5 | Chinese University of Hong Kong | 34 | 15.8 |
| Rutgers University | 10 | 5.4 | Rutgers University | 30 | 15.5 |
| University of Oklahoma | 8 | 5.4 | Georgetown University | 26 | 15.1 |
| New York University | 8 | 5.0 | New York University | 27 | 13.7 |
| Harvard University | 7 | 4.8 | Stockholm School of Economics | 23 | 12.7 |
| University of Delaware | 6 | 4.8 | University of Strathclyde | 22 | 12.6 |
| Thunderbird | 9 | 4.6 | Indiana University | 24 | 12.5 |
| University of Minnesota | 8 | 4.5 | University of London | 25 | 12.3 |
| Ohio State University | 8 | 4.3 | University of Leeds | 23 | 12.2 |
| Iowa State University | 9 | 4.2 | University of Oklahoma | 20 | 12.1 |
| University of Hawaii | 7 | 4.0 | Northeastern University | 25 | 11.7 |
| University of Reading | 5 | 4.0 | University of Pennsylvania | 18 | 11.5 |
| University of Leeds | 7 | 4.0 | Lund University | 18 | 11.4 |
| Temple University | 10 | 4.0 | Erasmus University Rotterdam | 24 | 10.5 |
| University of Miami | 6 | 3.7 | City University of Hong Kong | 19 | 10.4 |
| University of London | 9 | 3.6 | University of Reading | 15 | 10.0 |
| University of Texas at Dallas | 7 | 3.5 | Harvard University | 17 | 9.8 |
| Boston College | 5 | 3.5 | National University of Singapore | 18 | 9.7 |
| Total, most prolific authors | 260 | 137.3 | Total, most prolific authors | 670 | 359.6 |
| Total, all authors | 864 | 422 | Total, all authors | 3224 | 1686 |

Note:

(1) Number of articles on which name appears as author or coauthor.

(2) In computing weighted authorship, institutions with authors of coauthored articles receive fractional credit; one-half authorship is credited to each contributor of a two-author article, one-third authorship is credited to each contributor of a three-author article, and so on.

serials is as high or higher (see Table 7). Either a general publication trend or a discipline-specific phenomenon, IB and IM serials attract a wide range of contributors. A more diverse set of authors would write about a more diverse set of topics, which in turn would afford a broader body of scholarly IB knowledge.

Coauthorship by Gender, Countries, Institutions, and Disciplines

Business serials show similar coauthorship patterns (see Table 8), which suggests that IB research is not subject to

unique systematic or institutional barriers to collaboration. For IB serials, 62.2% (1083 of 1686) of articles are co-authored, with a mean number of authors per article of 1.9. The numbers for JIBS are relative higher: 71.9% and 2.0 respectively. The proportion of single-authored articles in JIBS has decreased from 64.3% (from 1970 to 1979) to 37.0% (from 1990 to 1994) to 26.3% (from 1992 to 2002) [5]. This upward trend in percent of co-authored articles is consistent with other business serials [32]. For all but five serials listed in Table 8, dual authorship is most prevalent.

Table 4. Author's Institutional Affiliation for *Journal of International Business Studies* (JIBS) and *International Business Series* (IBS), by Country

| Location of Institution | JIBS (1992-2002) | | | JIBS (1970-1993) ² | | IBS (1992-2002) | | |
|-------------------------|---------------------|-----------------------|----------------------|-------------------------------|----------------------|---------------------|-----------------------|----------------------|
| | Weighted Authorship | Unweighted Authorship | Percent ¹ | Frequency | Percent ¹ | Weighted Authorship | Unweighted Authorship | Percent ¹ |
| USA | 247.1 | 502 | 59.1 | 713 | 74.3 | 740.4 | 1466 | 49.4 |
| United Kingdom | 35.5 | 75 | 8.8 | 45 | 4.7 | 198.0 | 373 | 12.6 |
| Canada | 30.0 | 57 | 6.7 | 85 | 8.9 | 82.6 | 158 | 5.3 |
| Hong Kong | 16.1 | 41 | 4.8 | 2 | 0.2 | 58.0 | 118 | 4.0 |
| Netherlands | 10.3 | 20 | 2.4 | 2 | 0.2 | 39.3 | 80 | 2.7 |
| France | 10.2 | 18 | 2.1 | 14 | 1.5 | 26.5 | 45 | 1.5 |
| Australia | 8.0 | 19 | 2.2 | 6 | 0.6 | 59.3 | 118 | 4.0 |
| Sweden | 7.7 | 17 | 2.0 | 15 | 1.6 | 43.0 | 79 | 2.7 |
| Singapore | 5.2 | 9 | 1.1 | 2 | 0.2 | 19.5 | 33 | 1.1 |
| Korea | 3.3 | 9 | 1.1 | 8 | 0.8 | 16.4 | 33 | 1.1 |
| Israel | 3.2 | 7 | 0.8 | 10 | 1.0 | 17.8 | 36 | 1.2 |
| Japan | 3.2 | 8 | 0.9 | 14 | 1.5 | 7.4 | 16 | 0.5 |
| Norway | 3.0 | 5 | 0.6 | 7 | 0.7 | 13.9 | 24 | 0.8 |
| Taiwan | 2.9 | 7 | 0.8 | 3 | 0.3 | 7.7 | 16 | 0.5 |
| Poland | 2.7 | 5 | 0.6 | 2 | 0.2 | 5.9 | 13 | 0.4 |
| Denmark | 2.5 | 4 | 0.5 | 0 | 0.0 | 22.2 | 36 | 1.2 |
| Belgium | 2.2 | 5 | 0.6 | 2 | 0.2 | 8.3 | 18 | 0.6 |
| Germany | 2.0 | 4 | 0.5 | 3 | 0.3 | 29.7 | 53 | 1.8 |
| New Zealand | 1.5 | 2 | 0.2 | 0 | 0.0 | 10.3 | 20 | 0.7 |
| Ireland | 0.7 | 2 | 0.2 | 0 | 0.0 | 6.6 | 15 | 0.5 |
| Spain | 0.5 | 1 | 0.1 | 1 | 0.1 | 11.8 | 27 | 0.9 |
| Austria | 0.3 | 1 | 0.1 | 1 | 0.1 | 10.3 | 22 | 0.7 |
| Russia | 0.3 | 1 | 0.1 | 1 | 0.1 | 7.4 | 16 | 0.5 |
| Switzerland | 0.3 | 1 | 0.1 | 6 | 0.6 | 5.6 | 10 | 0.3 |
| Turkey | 0.0 | 0 | 0.0 | 0 | 0.0 | 8.0 | 14 | 0.5 |
| Other countries | 15.9 | 29 | 3.4 | 17 | 1.9 | 65.8 | 131 | 4.4 |
| Unknown | 7.4 | 15 | | | | 164.2 | 254 | |
| Total | 422 | 864 | 100.0 | 959 | 100.0 | 1686 | 3224 | 100.0 |

Note:
 (1) For comparison, percentages based on unweighted authorships of known institutional affiliations.
 (2) Frequencies and percentages based on Thomas, Shenkar, and Clarke (1994).

Table 5. Academic Area of Authors in *Journal of International Business Studies* (JIBS) and International Business Serials (IBS), by Unweighted Authorship

| Author's Academic Area | JIBS | | IBS | |
|---|------------|-------------|-------------|--------------|
| | Freq. | Pct. | Freq. | Pct. |
| International business | 241 | 17.1 | 430 | 13.3 |
| Management/Organizational behavior | 176 | 20.3 | 599 | 18.6 |
| Marketing/Logistics | 125 | 14.4 | 584 | 18.1 |
| Strategy/Strategic management | 46 | 5.1 | 90 | 2.8 |
| Finance | 42 | 4.8 | 71 | 2.2 |
| Accounting | 28 | 3.2 | 44 | 1.4 |
| Economics | 27 | 3.0 | 95 | 2.9 |
| Business/Business administration/Business operations/Commerce | 25 | 2.9 | 459 | 14.2 |
| Non-academician (e.g., executives) | 12 | 1.4 | 315 | 9.8 |
| Psychology | 8 | 0.9 | 23 | 0.7 |
| Marketing/Management | 7 | 0.8 | 36 | 1.1 |
| Human resources management | 6 | 0.7 | 6 | 0.2 |
| Management information systems/Information systems | 5 | 0.6 | 19 | 0.6 |
| Business policy (Economics, Management, IB) | 1 | 0.1 | 33 | 1.0 |
| Management science/Operations research/Decision sciences/Operations management | 0 | 0.0 | 9 | 0.3 |
| Law/Business law | 0 | 0.0 | 6 | 0.2 |
| Others (including social sciences, textiles, political science, and other academic areas) | 18 | 1.8 | 147 | 4.6 |
| Unknown | 16 | 1.8 | 258 | 8.0 |
| Total Unweighted Authorships | 783 | 24.3 | 3224 | 100.0 |

Table 6. Rank and Gender of Authors in *Journal of International Business Studies* (JIBS), International Business and Marketing Serials (IBS, IMS), and Selected Business Serials

| | JIBS | | IBS | | IMS ¹ | | CAR ² | JME ³ | JBE ⁴ | JMR ⁵ | JM ⁶ | Mktg ⁷ | JAMS ⁸ | JCR ⁸ | JM ⁸ | JMR ⁸ | MS ⁸ | JPPSM ⁸ | JCA ⁹ | |
|---------------------------------------|---------------|------|---------------|------|------------------|------|------------------|------------------|------------------|------------------|-----------------|-------------------|-------------------|------------------|-----------------|------------------|-----------------|--------------------|------------------|---------------|
| | Freq. | Pct. | Freq. | Pct. | Freq. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | |
| Rank | | | | | | | | | | | | | | | | | | | | |
| Administrator/ Research Director | 96 | 11.1 | 289 | 9.0 | 37 | 2.9 | | | | | | | | | | | | | | |
| Professor | 191 | 22.1 | 582 | 18.1 | 303 | 24.0 | 28.4 | 24.7 | 34.9 | 26.4 | 27.8 | 28.9 | 31.9 | 27.5 | 32.6 | 29.4 | 33.9 | 35.8 | 25.2 | |
| Assoc. Professor | 205 | 23.7 | 517 | 16.0 | 243 | 19.2 | 26.6 | 39.7 | 23.6 | 37.0 | 23.5 | 32.7 | 31.4 | 24.0 | 28.8 | 25.8 | 21.7 | 30.3 | 23.3 | |
| Assist. Professor | 248 | 28.7 | 551 | 17.1 | 220 | 17.4 | 31.4 | 35.6 | 24.1 | 36.6 | 18.5 | 32.9 | 26.8 | 36.4 | 29.3 | 36.7 | 24.3 | 24.5 | 28.6 | |
| Instructor/Ph.D. Student/Non-Ph.D. | 113 | 13.1 | 486 | 15.1 | 192 | 15.2 | 13.6 | na ¹¹ | 6.9 | na ¹¹ | 6.5 | 5.5 | 6.4 | 8.6 | 3.7 | 3.8 | 6.2 | 9.4 | 10.7 | |
| Non-academic | 9 | 1.0 | 217 | 6.7 | | | | | 6.9 | | 22.9 | na ¹¹ | 3.5 | 3.5 | 5.6 | 4.3 | 13.9 | 0.0 | | |
| Unknown | 2 | 0.2 | 582 | 18.1 | 270 | 21.3 | | | 3.7 | | 0.8 | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 12.1 | |
| Gender | | | | | | | | | | | | | | | | | | | | |
| Male | 723 | 81.4 | 2644 | 82.0 | 872 | 68.9 | 88.5 | 91.4 | 80.3 | | | | | | | | | | | |
| Female | 125 | 12.7 | 484 | 15.0 | 167 | 13.2 | 11.5 | 8.6 | 19.7 | | | | | | | | | | | |
| Unknown | 16 | 5.9 | 96 | 3.0 | 226 | 17.9 | | | | | | | | | | | | | | |
| Total Unweighted Authorships | 864 | | 3224 | | 1265 | 39.2 | 443 | 143 | 407 | 1243 | 1327 | 1313 | 717 | 921 | 622 | 823 | 502 | 278 | 206 | |
| Years Published | 1992- 2002 | | 1992- 2002 | | 1995- 1998 | | 1984- 1994 | 1979- 1985 | 1989- 1996 | 1964- 1985 | 1960- 1981 | 1980- 1986 | | | 1984- 1993 | | | | 1980- 1990 | 1980- 1984 |

Notes:

- (1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).
- (2) Percentages for *Contemporary Accounting Research* (CAR), based on Carnaghan, Flower-Gyepesi, and Gibbins (1994), include articles but exclude discussions.
- (3) Percentages for *Journal of Marketing Education* (JME) based on Clark and Hanna (1986).
- (4) Percentages for *Journal of Business & Entrepreneurship* (JBE) based on Hyman and Steiner (1997).
- (5) Percentages for *Journal of Marketing Research* (JMR), based on Clark, Hancock, and Kaminski (1987), reflect only academic authors (82 percent of unweighted authorships).
- (6) Percentages for *Journal of Marketing* (JM) based on Marquardt and Murdock (1983).
- (7) Percentages for JM, JMR, and JCR, based on Fields and Swayne (1988).
- (8) Percentages for *Journal of the Academy of Marketing Science* (JAMS), JCR, JM, JMR, and *Marketing Science* (MS) based on Hoverstad, Shipp, and Higgins (1995).
- (9) Percentages for *Journal of Personal Selling & Sales Management* (JPPSM) based on Swan, Powers, and Sobczak (1991).
- (10) Percentages for *Journal of Consumer Affairs* (JCA) based on Geistfeld and Key (1986).
- (11) na = not applicable/available.

Table 7. Single and Multiple Authorship for *Journal of International Business Studies* (JIBS), International Business and Marketing Serials (IBS, IMS), and Selected Business Serials

| | JIBS | | IBS | | IMS ¹ | | JM ² | JM ³ | JAMS ³ | JCR ³ | JMR ³ | MS ³ | JPPSM ⁴ | JME ⁵ | Econ ⁶ | JBC ⁷ | JBE ⁸ | | |
|-----------------------------|-----------|------|-----------|------|------------------|------|-----------------|-----------------|-------------------|------------------|------------------|-----------------|--------------------|------------------|-------------------|------------------|------------------|------|--|
| | Freq. | Pct. | Freq. | Pct. | Freq. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | |
| Unweighted Authorships | | | | | | | | | | | | | | | | | | | |
| One | 554 | 82.8 | 1843 | 80.2 | 1381 | 83.6 | 77.5 | 77.7 | 76.6 | 67.2 | 70.1 | 64 | 49.6 | 90 | 57.7 | 79.7 | 77.6 | | |
| Two | 80 | 12.0 | 255 | 11.1 | 169 | 10.2 | 14.1 | 14.3 | 15.4 | 18.8 | 15.8 | 19 | 25.2 | 9 | 16.4 | 13.7 | 15.4 | | |
| Three | 18 | 2.7 | 96 | 4.2 | 61 | 3.7 | 5.4 | 5.1 | 4.2 | 6.4 | 7.8 | 9 | 11.1 | 1 | 7.1 | 3.6 | 3.7 | | |
| Four | 6 | 0.9 | 51 | 2.2 | 17 | 1.0 | 1.3 | 1.3 | 1.9 | 3.9 | 2.7 | 4.7 | 7.9 | 0 | 4.4 | 3 | 1.4 | | |
| Five or more | 12 | 1.8 | 53 | 2.3 | 23 | 1.4 | 1.7 | 1.6 | 1.9 | 3.7 | 3.6 | 3.3 | 6.2 | 0 | 14.4 | | 2.0 | | |
| Number of Different Authors | 670 | | 2298 | | 1651 | | 955 | 447 | 520 | 563 | 526 | 300 | 405 | 199 | 13576 | 467 | 299 | | |
| Mean Mentions per Author | 1.3 | | 1.4 | | 1.3 | | 1.4 | 1.4 | 1.4 | 1.6 | 1.6 | 1.7 | 2.0 | 1.1 | 2.0 | 1.3 | 1.4 | | |
| Years Published | 1992-2002 | | 1992-2002 | | 1985-1998 | | 1960-1981 | 1984-1993 | 1984-1993 | | | | 1980-1990 | 1979-1985 | 1963-1988 | 1972-1992 | 1989-1996 | | |

Notes:

- (1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).
- (2) Percentages for *Journal of Marketing* (JM) based on Marquardt and Murdock (1983).
- (3) Percentages for *Journal of Marketing* (JM), *Journal of the Academy of Marketing Science* (JAMS), *Journal of Consumer Research* (JCR), *Journal of Marketing Research* (JMR), and *Marketing Science* (MS), based on Hoverstad, Shipp, and Higgins (1995).
- (4) Percentages for *Journal of Personal Selling & Sales Management* (JPPSM) based on Swan, Powers, and Sobczak (1991).
- (5) Percentages for *Journal of Marketing Education* (JME) based on Clark and Hanna (1986).
- (6) Percentages for top 20 economics journals based on Chung, Cox, and Okunade (1993) [63].
- (7) Percentages for *Journal of Business Communication* (JBC) based on Reinsch and Lewis (1993).
- (8) Percentages for *Journal of Business & Entrepreneurship* (JBE) based on Hyman and Steiner (1997).

Table 8. Number of Authors per Article in *Journal of International Business Studies* (JIBS), International Business and Marketing Serials (IBS, IMS), and Selected Business Serials

| | JIBS ¹ | | | IBS | IMS ² | | JAMS ³ | | JF ⁴ | JCA ⁵ | CAR ⁶ | JABR ⁷ | JM ⁸ | JMR ⁸ | JCR ⁸ | JCR ⁹ | JM ⁹ | JMR ⁹ | MS ⁹ | JPPSM ¹⁰ | Mktg ¹¹ | JME ¹² | JBE ¹³ | JEP ¹⁴ |
|---------------------|-------------------|-----------|-----------|-----------|------------------|-----------|-------------------|-----------|-----------------|------------------|------------------|-------------------|-----------------|------------------|------------------|------------------|-----------------|------------------|-----------------|---------------------|--------------------|-------------------|-------------------|-------------------|
| | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. |
| No. of Authors | | | | | | | | | | | | | | | | | | | | | | | | |
| One | 26.3 | 64.3 | 37 | 35.8 | 36.3 | 41.7 | 35.1 | 67.4 | 43.6 | 36.1 | 35.8 | 33 | 30.8 | 33.1 | 28.4 | 27.9 | 25.9 | 42.6 | 23.4 | 38.2 | 56.2 | 24.3 | | |
| Two | 47.9 | 30.8 | 43 | 42.2 | 41.7 | 44.6 | 39.4 | 16.9 | 38.4 | 40.8 | 46.2 | 46.5 | 47.4 | 50.4 | 48.5 | 46.5 | 50 | 41.4 | 42.3 | 45.3 | 37 | 41.3 | | |
| Three | 20.4 | 3.3 | 16 | 17.0 | 18.8 | 12.8 | 23 | 6.8 | 15.6 | 21.9 | 15.7 | 17.5 | 18.6 | 14.2 | 20.1 | 21.4 | 20.4 | 12.1 | 29.7 | 14.1 | 6.2 | 30.2 | na ¹⁵ | |
| Four or more | 3.6 | 1.1 | 4 | 3.0 | 3.2 | 0.9 | 2.5 | 8.9 | 2.4 | 1.2 | 2.3 | 3 | 3.2 | 2.3 | 3 | 4.2 | 3.7 | 3.9 | 4.6 | 2.4 | 0.6 | 4.2 | | |
| Mean No. of Authors | 2.0 | 1.4 | 1.9 | 1.9 | 1.7 | 2.1 | 1.9 | 1.6 | 1.8 | 1.9 | 1.9 | 1.9 | 2 | 1.9 | 2 | 2 | 2 | 1.8 | 2.2 | na ¹⁵ | 1.5 | 2.2 | 1.6 | |
| Number of Articles | 422 | 182 | 161 | 1686 | 669 | 343 | 282 | 958 | 211 | 233 | 478 | 269 | 253 | 254 | 462 | 308 | 406 | 280 | 201 | na ¹⁵ | 146 | 189 | 121 | |
| Years Published | 1992-2002 | 1970-1979 | 1990-1994 | 1992-2002 | 1985-1998 | 1973-1982 | 1988-1995 | 1976-1985 | 1975-1984 | 1984-1994 | 1985-1993 | 1980-1986 | 1984-1993 | | | | 1980-1990 | 1980-1985 | 1979-1985 | 1989-1985 | 1989-1996 | 1981-1986 | | |

Notes:

- (1) Percentages for *Journal of International Business Studies* (JIBS) for 1970-1979 and 1990-1994 based on Inkpen and Beamish (1994).
- (2) Percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).
- (3) Percentages for *Journal of the Academy of Marketing Science* (JAMS) based on Malhotra (1996).
- (4) Percentages for *Journal of Finance* (JF) based on Heck, Cooley, and Hubbard (1986).
- (5) Percentages for *Journal of Consumer Affairs* (JCA) based on Geistfeld and Key (1986).
- (6) Percentages for *Contemporary Accounting Research* (CAR), based on Carnaghan, Flower-Gyepesi, and Gibbins (1994), include articles but exclude discussions.
- (7) Percentages for *Journal of Applied Business Research* (JABR) based on Urbancic (1994/1995).
- (8) Percentages for *Journal of Marketing* (JM), *Journal of Marketing Research* (JMR), and *Journal of Consumer Research* (JCR), based on Fields and Swayne (1988).
- (9) Percentages for JCR, JM, JMR, and Marketing Science (MS), based on Hoverstad, Shipp, and Higgins (1995).
- (10) Percentages for *Journal of Personal Selling & Sales Management* (JPPSM) based on Swan, Powers, and Sobczak (1991).
- (11) Percentages for JM, JMR, JCR, *Journal of Advertising Research*, *Journal of Retailing*, *American Marketing Association Proceedings*, and *Association for Consumer Research Proceedings*, based on Wheatley and Wilson (1987).
- (12) Percentages for *Journal of Marketing Education* (JME) based on Clark and Hanna (1986).
- (13) Percentages for *Journal of Business & Entrepreneurship* (JBE) based on Hyman and Steiner (1997).
- (14) Data for *Journal of Economic Psychology* (JEP) based on van Raaij (1986) [65].
- (15) na = not applicable/available.

The ratio of male-to-female authors in IB serials is roughly 5.5:1 (see Table 9). IB serials contain roughly 7.5% (44 of 539) female-exclusive articles, 71.3% (400 of 539) male-exclusive articles, and 20.0% (95 of 539) mixed-gender articles (see Table 9). The ratio of male-to-female exclusive articles is approximately 12.3:1 (296 versus 24), which is higher than 5.5:1. Thus, compared to female authors, male authors tend to choose coauthors of the same gender. Relative to IB and IM serials, JIBS publishes a smaller percentage of one-male-authored articles and a larger percentage of two-male-authored articles.

Among 1078 coauthored IB serial articles, 958 articles identify authors' institutional locations; 65.6% (628 of 958) of articles are by same-country authors, 30.3% (290 of 958) are by authors from two different countries, and 4.2% (40 of 958) are by authors from three or more different countries (see Table 10). For IB serials, multi-institution collaboration describes 70.0% (732 of 1045) of articles and multi-academic-department (e.g., management and marketing)

collaboration describes 63.8% (972 of 897) of articles. For JIBS, inter-country collaboration is similar and inter-institution and inter-academic-department collaboration is slightly higher; in contrast, IM serials show far less diversity. Few JIBS, IB serial, and IM serial articles are jointly written by academicians and practitioners, which suggests that editors could broaden the perspective of IB serials by encouraging more multi-country and joint academician-practitioner submissions [33].

EDITORIAL REVIEW BOARDS

In 2002, of 276 scholars who belonged to at least one IB serial review board, 34 scholars belonged to two boards and seven scholars belonged to three boards (Table 11). This overlap in board memberships suggests a slight concentration in the reviewing burden. From 1992 to 2002, 59.4% (164 of 276) of board members (co)authored at least one article in one of the six IB serials. Board members constitute 16.5% of unweighted (531 of 3224) and 17.1% (288.8 of 1686) of weighted authorships in these serials. The mean

Table 9. Authorship Combinations in *Journal of International Business Studies* (JIBS), *International Business and Marketing Serials* (IBS, IMS), by Gender

| Total Number of Article Authors | Number of Male Authors | Number of Female Authors | JIBS | | IBS | | IMS ¹ | |
|---------------------------------|------------------------|--------------------------|-------|-------|-------|-------|------------------|-------|
| | | | Freq. | Pct. | Freq. | Pct. | Freq. | Pct. |
| One | 1 | 0 | 95 | 22.5 | 502 | 29.8 | 211 | 31.5 |
| | 0 | 1 | 15 | 3.6 | 85 | 5.0 | 26 | 3.9 |
| Unknown | | | 1 | 0.2 | 20 | 1.2 | 6 | 0.9 |
| Subtotal | | | 111 | 26.3 | 607 | 36.0 | 243 | 36.3 |
| Two | 2 | 0 | 142 | 33.6 | 500 | 29.7 | 150 | 22.4 |
| | 0 | 2 | 8 | 1.9 | 34 | 2.0 | 8 | 1.2 |
| | 1 | 1 | 42 | 10.0 | 138 | 8.2 | 48 | 7.2 |
| Unknown | | | 10 | 2.4 | 37 | 2.2 | 73 | 10.9 |
| Subtotal | | | 202 | 47.9 | 709 | 42.1 | 279 | 41.7 |
| Three | 3 | 0 | 54 | 12.8 | 170 | 10.1 | 43 | 6.4 |
| | 0 | 3 | 1 | 0.2 | 9 | 0.5 | 1 | 0.1 |
| | 2 | 1 | 23 | 5.5 | 66 | 3.9 | 27 | 4.0 |
| | 1 | 2 | 3 | 0.7 | 16 | 0.9 | 11 | 1.6 |
| Unknown | | | 5 | 1.2 | 24 | 1.4 | 44 | 6.6 |
| Subtotal | | | 86 | 20.4 | 285 | 16.9 | 126 | 18.8 |
| Four | 4 | 0 | 5 | 1.2 | 28 | 1.7 | 6 | 0.9 |
| | 0 | 4 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 |
| | 3 | 1 | 9 | 2.1 | 21 | 1.2 | 6 | 0.9 |
| | 1 | 3 | 0 | 0.0 | 1 | 0.1 | 1 | 0.1 |
| | 2 | 2 | 1 | 0.2 | 15 | 0.9 | 1 | 0.1 |
| Unknown and More Than Five | | | 8 | 1.9 | 20 | 1.2 | 7 | 1.0 |
| Subtotal | | | 23 | 5.5 | 85 | 5.0 | 21 | 3.1 |
| Total | | | 422 | 100.0 | 1686 | 100.0 | 669 | 100.0 |

Note:

(1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

Table 10. Coauthorship Combinations in *Journal of International Business Studies (JIBS)*, and *International Business and Marketing Serials (IBS, IMS)*, by Number of Countries, Institutions, and Academic Areas

| Coauthorship Type | Number ¹ | JIBS | | IBS | | IMS ³ | |
|--|---------------------|-------|-------------------|-------|-------------------|------------------|-------------------|
| | | Freq. | Pct. ² | Freq. | Pct. ² | Freq. | Pct. ² |
| Number of different countries | 1 | 186 | 62.8 | 628 | 65.6 | 80 | 47.9 |
| | 2 | 98 | 33.1 | 290 | 30.3 | 84 | 50.3 |
| | 3 | 11 | 3.7 | 39 | 4.1 | 3 | 1.8 |
| | 4 or more | 1 | 0.3 | 1 | 0.1 | 0 | 0.0 |
| Total | | 296 | 100.0 | 958 | 100.0 | 167 | 100.0 |
| Number of different institutions/organizations | 1 | 68 | 22.6 | 313 | 30.0 | 171 | 40.9 |
| | 2 | 176 | 58.5 | 564 | 54.0 | 204 | 48.8 |
| | 3 | 48 | 15.9 | 148 | 14.2 | 37 | 8.9 |
| | 4 or more | 9 | 3.0 | 20 | 1.9 | 6 | 1.4 |
| Total | | 301 | 100.0 | 1045 | 100.0 | 418 | 100.0 |
| Number of different academic departments | 1 | 82 | 27.6 | 325 | 36.2 | 301 | 74.9 |
| | 2 | 188 | 63.3 | 506 | 56.4 | 93 | 23.1 |
| | 3 | 25 | 8.4 | 63 | 7.0 | 7 | 1.7 |
| | 4 or more | 2 | 0.7 | 3 | 0.3 | 1 | 0.2 |
| Total | | 297 | 100.0 | 897 | 100.0 | 402 | 100.0 |
| Joint Academician-Practitioner Articles | | 7 | 2.3 | 56 | 5.2 | 19 | 4.5 |
| Total Articles with Coauthors | | 310 | 73.8 | 1078 | 63.9 | 426 | 63.7 |
| Total Articles | | 422 | 100.0 | 1686 | 100.0 | 669 | 100.0 |

Note:

- (1) "1" means that the coauthors are from the same country; "2" means the coauthors are from two different countries, and so on.
- (2) Percentages do not include coauthors with unknown institutional affiliations.
- (3) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

unweighted authorships per board member is 1.9 (531 articles by 276 members), which exceeds the grand mean of 1.4 for the selected business serials summarized in Table 7. In contrast, the percent of serial-related authors (i.e., referees and editors) for 12 educational psychology serials range from 1.3% to 26.1% ($\chi=11.8\%$) [34]. Thus, IB board members contribute heavily to IB serials.

Board members are geographically concentrated: more than 95% of them reside in 22 (of 36) countries, 72.2% of them resided in just five countries (U.S., U.K., Canada, France, and Australia), and almost half of them (49.1%) reside in the U.S. (Table 12) Does this distribution reflect the IB publication proclivity of countries? IB scholars? Although publication proclivity by country (Table 4) is somewhat consistent with review board memberships by country (e.g., U.S.-based scholars are responsible for 49.4% of unweighted IB serial authorships and 49.1% of review board memberships), the Kendall's coefficient of concordance is 0.069 (non-significant; $\hat{\alpha}=0.25$). Thus, IB editors could induce a broader perspective by encouraging more geographically diverse review boards.

ARTICLE DOMAINS

Classifying article domains is a formidable task, as some articles focus on multiple, non-mutually exclusive topics

[35]. The classification procedure used for this study was adapted from previous retrospectives [3, 32]⁴.

Topics Addressed

Articles in IB serials address a diverse set of topics; the most common topics are globalization/internationalization of firms (6.6%), joint ventures and strategic alliances (5.5%), exporting and importing (5.6%), foreign direction investment (5.0%), and managers and expatriate managers (4.6%). For JIBS, the top topics are foreign direct investment (10.7%), joint ventures and strategic alliances (7.8%), globalization/internationalization of firms (6.6%), managers and expatriate managers (6.0%), and finance and financial markets (5.2%) (see Table 13). The article mixes in IB serials and JIBS differ somewhat in terms of the topic percentages of total studies; the Kendall coefficient of concordance is 0.064 (non-significant, $\hat{\alpha}=0.077$). IB serials publish a greater per-

⁴First, an initial list of research topics was created by referring to previously identified themes in IB [10], international management [12, 36, 61], and international marketing [2, 3, 62]. Then, based on this list, two coders independently classified each article by topic. When necessary, each coder suggested new topics or ways to adjust the initial list; proposed list modifications were subsequently discussed by the coders and authors to ensure coding consistency. Ultimately, this process yielded 55 research topics, which "should be treated as an organizing tool rather than a definitive classification of the body of research" (p.281) [36]. Coding discrepancies were resolved as previously described. Inter-coder reliability is 91.6%.

Table 11. Editorial Review Board Memberships for IB Serials (2002)

| IB Scholar | Institutional Affiliation | Country | Number of Review Boards |
|-------------------|--|-----------|-------------------------|
| Beamish, P | U. of Western Ontario | Canada | 3 |
| Douglas, SP | New York U | USA | 3 |
| Hennart, J-F | Tilburg U./ U. Of Illinois | NL/USA | 3 |
| Kotabe, M | Temple U | USA | 3 |
| Rugman, AM | Indiana U./Oxford U | USA/UK | 3 |
| Usunier, J-C | U. Lausanne/Large/U. of Louis Pasteur | France | 3 |
| Verbeke, AC | U. of Brussels | Belgium | 3 |
| Aggarwal, R | Kent State U | USA | 2 |
| Alder, NJ | McGill U | Canada | 2 |
| Arpan, JS | U. of South Carolina | USA | 2 |
| Aulakh, PS | Temple U | USA | 2 |
| Boddewyn, JJ | City U. of New York | USA | 2 |
| Bradley, F | U. College, Dublin | Ireland | 2 |
| Cantwell, JA | U. of Reading | UK | 2 |
| Cavusgil, ST | Michigan State U | USA | 2 |
| Contractor, F | Rutgers U | USA | 2 |
| Czinkota, M | Georgetown U | USA | 2 |
| Dacin, T | Texas A&M | USA | 2 |
| Daniels, JD | U. of Miami | USA | 2 |
| Diamantopoulos, A | Loughborough U. Business School | UK | 2 |
| Dowling, PJ | U. of Canberra/U. of Tasmania | Australia | 2 |
| Earley, C | Indiana U | USA | 2 |
| Geringer, JM | California Polytechnic State U | USA | 2 |
| Inkpen, A | Thunderbird | USA | 2 |
| Kaynak, E | Penn. State U | USA | 2 |
| Macharzina, K | U. of Hohenheim | Germany | 2 |
| Makino, S | City University of Hong Kong | Hong Kong | 2 |
| Muhlbacher, H | U. of Innsbruck | Austria | 2 |
| Oxelheim, L | U. of Lund | UK | 2 |
| Samiee, S | U. of Tulsa | USA | 2 |
| Schlegelmilch, BB | Vienna U. of Economics and Business. Administration/Wirtschaftsuniversitat | Austria | 2 |
| Shenkar, O | Ohio State U | USA | 2 |
| Sullivan, DP | U. of Delaware | USA | 2 |
| Tallmann, SB | U. of Utah | USA | 2 |
| Terpstra, V | U. of Michigan | USA | 2 |
| Thorelli, HB | Indiana U | USA | 2 |
| Tse, DK | Hong Kong U | Hong Kong | 2 |
| van Den Bulcke, D | U. of Antwerpen | Belgium | 2 |
| Welch, LS | Mt. Eliza Business School/U. of Western Sydney | Austria | 2 |
| Yeung, B | New York U | USA | 2 |
| Yip, GS | London Business School | UK | 2 |

cent of articles on products/brands and the global business environment; JIBS publishes a greater percent of articles on foreign direct investment, finance and financial markets, and market entry.

Compared to topics identified by earlier retrospectives [11, 32], several new topics have emerged, e.g., e-commerce

and the greening of business. Surprisingly, research on topics such as managing high technology, multinational strategies (e.g., strategy options, formulation), societal effects of MNCs (e.g., environmental policies), consumerism, and the Internet, are under-represented. Although increasingly important to IB knowledge development [36], these topics are

addressed in less than 2% of JIBS and IB serial articles, which suggests opportunities for future research.

Table 12. Editorial Board Memberships, by Country

| Country | Frequency ¹ | Percent |
|----------------|------------------------|---------------|
| USA | 159 | 49.07 |
| United Kingdom | 35 | 10.80 |
| Canada | 19 | 5.86 |
| France | 11 | 3.40 |
| Australia | 10 | 3.09 |
| Germany | 8 | 2.47 |
| Switzerland | 7 | 2.16 |
| Sweden | 7 | 2.16 |
| Japan | 6 | 1.85 |
| Hong Kong | 6 | 1.85 |
| Netherlands | 5 | 1.54 |
| Belgium | 5 | 1.54 |
| Denmark | 4 | 1.23 |
| Korea | 4 | 1.23 |
| Spain | 4 | 1.23 |
| Austria | 4 | 1.23 |
| Poland | 3 | 0.93 |
| Israel | 3 | 0.93 |
| Brazil | 2 | 0.62 |
| Thailand | 2 | 0.62 |
| Ireland | 2 | 0.62 |
| Turkey | 2 | 0.62 |
| Other | 16 | 4.94 |
| Total | 324 | 100.00 |

Note:

(1) The number of different people who sit on editorial review boards is 276. If a review board member sits on two review boards, then that country counts twice; if a review board member sits on three review boards, then that country counts thrice.

Topic Trends

Tables 14-1 and 14-2 show article counts for the most-addressed topics in IB serials and JIBS. Except for occasional increases within a given year caused by publication of special issues (e.g., 21 of 54 articles on the global business environment appeared in 1992; 19 of 98 articles on expatriate managers appeared in 1993), the only trends are (1) an increase in IB serial articles on globalization/internationalization of firms and joint ventures/strategic alliances, and (2) a decrease in IB serial articles on finance and financial markets. The first trend reflects IB scholars’ increased effort to study the two most critical issues in IB [36], and the second trend suggests that finance serials have become more amenable to finance-centric IB research.

Comparisons Among IB Serials

As suggested by their differing editorial mandates, IB serials focus on different research topics (see Table 15). Each serial tends to focus on the following topics.

- JIBS: foreign direct investment, internationalization/globalization of firms, joint ventures/strategic alliances, finance/financial markets, and market entry
- JIM: export/import, internationalization/globalization of firms, joint ventures/strategic alliances, and products/brands
- IMR: export/import and marketing-related topics, such as advertising, country of origin, and product
- JWB: global business environment, finance/financial markets, privatization, human resource management, and managers/expatriate managers
- MIR: internationalization/globalization of firms, foreign direct investment, joint ventures/ strategic alliances, organization behavior, and managers/expatriate managers
- ISMO: organizational behavior, management practice, and managers/expatriate managers

Unsurprisingly, JIM and IMR focus on international marketing issues, JWB focuses on the global business environment, and ISMO focuses on organizational behavior and human resources management. Relative to other IB serials, articles in JIBS and MIR are more likely to tackle core IB issues (e.g., export/import). Because researchers submit their works to serials with compatible editorial missions and topic mixes, editors of the top IB serials should review and coordinate their collective missions and mixes to preclude critical research gaps.

SAMPLES COLLECTED

Empirical articles—which rely on observation and experiment rather than theory [37]—typically entail results yielded by qualitative and quantitative methods, such as case studies, surveys, and experiments. Such articles comprise 73.9% (1246 of 1686) of IB serial articles, which is lower than the 82.2% in JIBS but higher than the 67.3% in IM serials [3] (see Table 16). The proportion of empirical articles is trending upward in IM serials, but remains similar in IB serials and JIBS. With IM maturing as a discipline, more quantitative research is needed to test extant and posited theories.

For JIBS, IB serials, and IM serials, the mean authors per empirical article is roughly 0.5 higher than the mean authors per non-empirical article. If more diverse skills are required for empirical articles, then the higher mean authors per such articles is reasonable.

Countries and Areas Studied

Because cultural factors are instrumental to societies in general and businesses in particular [38], country of sample influences the generalizability and applicability of research results [26]. A country-of-sample analysis shows which populations provide the most data for testing models and hypotheses [8] and whether or not these models and hypotheses are tested over adequately diverse populations.

Only ten predominantly North American and European countries are surveyed in at least 5.0% of studies in IB serials. Although more countries (17) are surveyed in at least 5.0% of studies in JIBS, these countries also tend to be North

Table 13. Topics Addressed in *Journal of International Business Studies* (JIBS) and *International Business Serials* (IBS)

| Topic Addressed | JIBS | | IBS | |
|--|------------|--------------|-------------|--------------|
| | Freq. | Pct. | Freq. | Pct. |
| Foreign direct investment | 45 | 10.7 | 84 | 5.0 |
| Joint ventures/Strategic alliances | 33 | 7.8 | 105 | 6.2 |
| Globalization/Internationalization of firms (strategy, process, excluding entry) | 28 | 6.6 | 111 | 6.6 |
| Managers/Expatriate managers | 25 | 5.9 | 77 | 4.6 |
| Finance/Financial markets | 22 | 5.2 | 60 | 3.6 |
| Market entry | 21 | 5.0 | 48 | 2.8 |
| Export/Import | 17 | 4.0 | 95 | 5.6 |
| Human resource management (non-manager levels) | 17 | 4.0 | 62 | 3.7 |
| Corporate goals and strategies | 16 | 3.8 | 42 | 2.5 |
| Cross-cultural differences/Cultural value | 15 | 3.6 | 35 | 2.1 |
| MNCs/MNCs subsidiaries | 13 | 3.1 | 15 | 0.9 |
| Management practice | 13 | 3.1 | 63 | 3.7 |
| Organizational behavior | 12 | 2.8 | 74 | 4.4 |
| Accounting | 10 | 2.4 | 20 | 1.2 |
| Negotiations | 8 | 1.9 | 15 | 0.9 |
| Journal/Literature review | 8 | 1.9 | 14 | 0.8 |
| Political/Government | 8 | 1.9 | 26 | 1.5 |
| Ethics | 8 | 1.9 | 27 | 1.6 |
| Exchange rates | 7 | 1.7 | 10 | 0.6 |
| Knowledge development/transfer | 7 | 1.7 | 12 | 0.7 |
| Country-of-origin | 7 | 1.7 | 45 | 2.7 |
| Business/Marketing research | 6 | 1.4 | 34 | 2.0 |
| Sourcing | 6 | 1.4 | 14 | 0.8 |
| Consumers/consumer behaviors | 5 | 1.2 | 32 | 1.9 |
| Macroeconomics | 5 | 1.2 | 41 | 2.4 |
| R&D/Innovation | 4 | 0.9 | 29 | 1.7 |
| Managing hi tech/intellectual property | 4 | 0.9 | 21 | 1.2 |
| Buyer-seller relationship | 4 | 0.9 | 12 | 0.7 |
| Firm performance | 4 | 0.9 | 19 | 1.1 |
| Public relations | 3 | 0.7 | 12 | 0.7 |
| Mergers and acquisitions | 3 | 0.7 | 11 | 0.7 |
| Sales management/Personal selling | 3 | 0.7 | 14 | 0.8 |
| Business education | 3 | 0.7 | 14 | 0.8 |
| Trade blocks/Regional markets | 3 | 0.7 | 23 | 1.4 |
| Channels | 2 | 0.5 | 30 | 1.8 |
| Standardization | 2 | 0.5 | 21 | 1.2 |
| Product/Brand | 2 | 0.5 | 42 | 2.5 |
| Government policy and regulations/Legal issues | 2 | 0.5 | 19 | 1.1 |
| e-commerce/e-marketing | 2 | 0.5 | 10 | 0.6 |
| Advertising | 1 | 0.2 | 29 | 1.7 |
| Privatization | 1 | 0.2 | 23 | 1.4 |
| Diversification | 1 | 0.2 | 11 | 0.7 |
| Pricing/Transfer pricing | 1 | 0.2 | 11 | 0.7 |
| Global business environment | 1 | 0.2 | 54 | 3.2 |
| Retailing | 1 | 0.2 | 13 | 0.8 |
| Marketing strategy | 0 | 0.0 | 14 | 0.8 |
| Marketing management | 0 | 0.0 | 12 | 0.7 |
| Industry structure/performance | 0 | 0.0 | 9 | 0.5 |
| Other topics | 13 | 3.1 | 71 | 4.2 |
| Total | 422 | 100.0 | 1685 | 100.0 |

Table 14-1. Major Topics Addressed in International Business Serial Articles, 1992 to 2002

| Rank | Topic Addressed | Publication Year | | | | | | | | | | | Total |
|------|--|------------------|------|------|------|------|------|------|------|------|------|------|-------|
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | |
| 1 | Globalization/Internationalization of firms | 3 | 8 | 4 | 9 | 10 | 9 | | 14 | 21 | 17 | 16 | 111 |
| 2 | Joint ventures/Strategic alliances | 4 | 2 | 7 | 8 | 18 | 11 | 16 | 10 | 7 | 6 | 17 | 106 |
| 3 | Export/Import | 9 | 12 | 11 | 7 | 7 | 6 | 12 | 9 | 6 | 7 | 9 | 95 |
| 4 | Foreign direct investment | 3 | 7 | 8 | 9 | 11 | 2 | 10 | 9 | 9 | 9 | 7 | 84 |
| 5 | Managers/Expatriate managers | 7 | 19 | 8 | 5 | 8 | 6 | 7 | 4 | 2 | 5 | 6 | 77 |
| 6 | Organizational behavior | 15 | 3 | 1 | 9 | 4 | 7 | 10 | 8 | 1 | 10 | 6 | 74 |
| 7 | Management practice | 6 | 5 | 15 | 4 | 14 | 2 | 4 | 4 | 1 | 1 | 7 | 63 |
| 8 | Human resource management (non-manager levels) | 3 | 4 | 4 | 4 | 3 | 5 | 12 | 12 | 2 | 8 | 5 | 62 |
| 9 | Finance/Financial markets | 8 | 8 | 16 | 8 | 7 | 5 | 1 | 1 | 1 | 2 | 3 | 60 |
| 10 | Global business environment | 21 | 4 | 3 | 1 | 5 | 3 | 1 | 4 | 8 | 2 | 2 | 54 |
| 11 | Market entry | 3 | 1 | 5 | 2 | 7 | 6 | 4 | 2 | 9 | 2 | 7 | 48 |
| 12 | Country-of-origin | 3 | 9 | 3 | 3 | 4 | 6 | | 6 | 2 | 2 | 7 | 45 |
| 13 | Corporate goals and strategies | 6 | 2 | 4 | 2 | 4 | 10 | 6 | 3 | 2 | 1 | 2 | 42 |
| 14 | Product/Brand | 2 | 3 | 5 | 4 | 4 | 6 | 1 | 5 | 1 | 4 | 7 | 42 |
| 15 | Macroeconomics | 7 | 6 | 5 | 2 | 2 | 3 | 3 | 4 | 2 | 7 | | 41 |
| 16 | Cross-cultural differences/Culture value | 1 | | 2 | 1 | 3 | 1 | 1 | 7 | 6 | 7 | 6 | 35 |
| 17 | Business/Marketing research | 1 | 1 | 3 | 4 | 6 | 1 | 5 | 3 | 3 | 6 | 1 | 34 |
| 18 | Consumers/Consumer behavior | 1 | 2 | | 6 | 3 | 1 | 1 | 4 | 5 | 6 | 3 | 32 |
| 19 | Channels | | 2 | 5 | 1 | 3 | 4 | 3 | | 1 | 5 | 6 | 30 |
| 20 | Advertising | 3 | | 4 | 3 | 1 | 6 | 5 | 1 | 1 | 3 | 2 | 29 |
| | Total articles | 106 | 98 | 113 | 92 | 124 | 100 | 102 | 110 | 90 | 110 | 119 | 1164 |

Table 14-2. Major Topics Addressed in Journal of International Business Studies Articles, 1992 to 2002

| Rank | Topic Addressed | Publication Year | | | | | | | | | | | Total |
|------|--|------------------|------|------|------|------|------|------|------|------|------|------|-------|
| | | 1992 | 1993 | 1994 | 1995 | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | |
| 1 | Foreign direct investment | 2 | 4 | | 6 | 5 | 2 | 6 | 5 | 7 | 3 | 5 | 45 |
| 2 | Joint ventures/Strategic alliances | 1 | | 1 | 6 | 10 | 2 | 6 | 2 | 4 | 2 | 9 | 43 |
| 3 | Globalization/Internationalization of firms | | 2 | 1 | | 1 | 2 | | 4 | 5 | 12 | 1 | 28 |
| 4 | Finance/Financial markets | 1 | 5 | 2 | 3 | 3 | 4 | 1 | | | 1 | 2 | 22 |
| 5 | Market entry | 2 | | 1 | | 2 | 1 | 3 | 2 | 3 | 2 | 5 | 21 |
| 6 | Export/Import | 2 | 1 | 2 | | 2 | 2 | | 2 | 1 | 1 | 4 | 17 |
| 7 | Human resource management (non-manager levels) | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 3 | 17 |
| 8 | Managers/Expatriate managers | 3 | 5 | | 1 | 2 | 3 | | 2 | | 1 | | 17 |
| 9 | Corporate goals and strategies | 4 | 1 | 3 | 2 | 1 | 2 | 1 | | 1 | 1 | | 16 |
| 10 | Cross-cultural differences/Culture values | | | | 1 | 1 | | | 6 | 3 | 4 | | 15 |
| 11 | Management practice | 1 | 2 | 2 | | 3 | | | 2 | 1 | | 2 | 13 |
| 12 | MNCs/MNCs subsidiaries | | | | 4 | 1 | 1 | 5 | | | 1 | 1 | 13 |
| 13 | Organizational behavior | 1 | | | 1 | | 5 | 1 | 3 | | 1 | | 12 |
| 14 | Accounting | 2 | 2 | | 3 | 2 | | | | | 1 | | 10 |
| 15 | Ethics | | | | 1 | 1 | | | 4 | | 1 | 1 | 8 |
| 16 | Journal/Literature review | | | 4 | 1 | | | 1 | | 1 | | 1 | 8 |
| 17 | Negotiations | 1 | | 1 | | 1 | | 5 | | | | | 8 |
| 18 | Political/Government | | 2 | 1 | | | | | 1 | | 3 | 1 | 8 |
| 19 | Country-of-origin | 2 | 1 | 2 | 1 | | | | | | | 1 | 7 |
| 20 | Exchange rates | | | | | | | 2 | 1 | 2 | 2 | | 7 |
| | Total articles | 23 | 27 | 22 | 32 | 36 | 25 | 32 | 35 | 29 | 38 | 36 | 335 |

Table 15. Topics Addressed in International Business Serial (IBS) Articles, by IBS

| Topic Addressed | JIBS | IMR | ISMO | JIM | JWB | MIR | Total |
|--|------------|------------|------------|------------|------------|------------|-------------|
| Globalization/Internationalization of firms (strategy, process, excluding entry modes) | 28 | 13 | 11 | 24 | 14 | 21 | 111 |
| Export/Import | 17 | 30 | | 32 | 7 | 9 | 95 |
| Foreign direct investment | 45 | 3 | 2 | 1 | 14 | 19 | 84 |
| Joint ventures/Strategic alliances | 33 | 1 | 2 | 14 | 10 | 18 | 78 |
| Managers/Expatriate managers | 17 | 3 | 25 | 1 | 19 | 12 | 77 |
| Organizational behavior | 12 | | 41 | | 7 | 14 | 74 |
| Management practice | 13 | 1 | 37 | 2 | 2 | 8 | 63 |
| Human resource management (non-manager levels) | 17 | 1 | 19 | | 20 | 5 | 62 |
| Finance/Financial markets | 22 | | 1 | 1 | 29 | 7 | 60 |
| Global business environment | 1 | 4 | 7 | 4 | 34 | 4 | 54 |
| Market entry | 21 | 6 | | 6 | 5 | 10 | 48 |
| Country-of-origin | 7 | 23 | | 8 | 1 | 6 | 45 |
| Corporate goals and strategies | 16 | 4 | 11 | 4 | 3 | 4 | 42 |
| Product/Brand | 2 | 19 | 1 | 14 | 4 | 2 | 42 |
| Macroeconomics | 5 | 9 | 12 | 3 | 11 | 1 | 41 |
| Cross-cultural differences/Cultural values | 15 | 3 | 2 | 2 | 7 | 6 | 35 |
| Business/Marketing research | 6 | 14 | 6 | 6 | 2 | | 34 |
| Consumers/Consumer behavior | 5 | 16 | | 5 | 6 | | 32 |
| Channels | 2 | 16 | 1 | 10 | 1 | | 30 |
| Advertising | 1 | 24 | | 4 | | | 29 |
| R&D/Innovation | 4 | 5 | 7 | 3 | 4 | 6 | 29 |
| Strategic alliances | 10 | | 5 | 1 | 11 | 1 | 28 |
| Ethics | 8 | 7 | 2 | 2 | 6 | 2 | 27 |
| Political/Government | 8 | | 4 | | 11 | 3 | 26 |
| Privatization | 1 | | | | 22 | | 23 |
| Trade blocks/Regional markets | 3 | 3 | 1 | 2 | 13 | 1 | 23 |
| Managing hi tech/Intellectual property | 4 | 1 | 1 | 2 | 9 | 4 | 21 |
| Standardization | 2 | 9 | 1 | 8 | 1 | | 21 |
| Accounting | 10 | 1 | 2 | | | 7 | 20 |
| Firm performance | 4 | 1 | | 3 | 3 | 8 | 19 |
| Government policy and regulations/Legal issues | 2 | 5 | | 1 | 8 | 3 | 19 |
| MNCs/MNCs subsidiaries | 13 | | | | | 2 | 15 |
| Negotiations | 8 | 1 | | 2 | 2 | 2 | 15 |
| Business education | 3 | 2 | 1 | 3 | 1 | 4 | 14 |
| Journal/Literature review | 8 | 3 | | | | 3 | 14 |
| Marketing strategy | | 9 | | 3 | 1 | 1 | 14 |
| Sales management/Personal selling | 3 | 9 | | 2 | | | 14 |
| Sourcing | 6 | 2 | 1 | 4 | | 1 | 14 |
| Retailing | 1 | 11 | | 1 | | | 13 |
| Business relationship | 3 | 4 | | | 5 | | 12 |
| Buyer-seller relationship | 4 | 2 | | 5 | 1 | | 12 |
| Knowledge development/transfer | 7 | | 1 | 2 | 2 | | 12 |
| Marketing management | | 5 | 1 | 3 | 3 | | 12 |
| Diversification | 1 | 2 | 1 | 1 | 1 | 5 | 11 |
| Mergers and acquisitions | 3 | | 1 | | 4 | 3 | 11 |
| Pricing/Transfer pricing | 1 | 2 | | 5 | 1 | 2 | 11 |
| e-commerce/e-marketing | 2 | 7 | | 1 | | | 10 |
| Exchange rates | 7 | | | | 2 | 1 | 10 |
| Other topics | 11 | 20 | 23 | 8 | 14 | 4 | 80 |
| Total | 422 | 301 | 230 | 203 | 321 | 209 | 1686 |

Key: IMR=International Marketing Review; ISMO=International Studies of Management and Organization; JIBS=Journal of International Business Studies; JIM=Journal of International Marketing; JWB=Journal of World Business; MIR=Management International Review.

Table 16. Empirical and Non-empirical Articles in *Journal of International Business Studies* (JIBS) and International Business and Marketing Serials (IBS, IMS)

| Type of Article | JIBS | | | | | | | |
|-----------------|------------------|--------------|--------------|--------------------------|------------|--------------|------------|--------------|
| | 1992-2002 | | | | 1992-1997 | | 1998-2002 | |
| | Freq. | Pct. | # of Authors | # of Authors per Article | Freq. | Pct. | Freq. | Pct. |
| Empirical | 347 | 82.2 | 743 | 2.14 | 177 | 85.1 | 170 | 79.4 |
| Non-empirical | 75 | 17.8 | 121 | 1.61 | 31 | 14.9 | 44 | 20.6 |
| Total | 422 | 100.0 | 864 | 2.05 | 208 | 100.0 | 214 | 100.0 |
| Type of Article | IBS | | | | | | | |
| | 1992-2002 | | | | 1992-1997 | | 1998-2002 | |
| | Freq. | Pct. | # of Authors | # of Authors per Article | Freq. | Pct. | Freq. | Pct. |
| Empirical | 1246 | 73.9 | 2516 | 2.02 | 669 | 72.7 | 577 | 75.3 |
| Non-empirical | 440 | 26.1 | 708 | 1.61 | 251 | 27.3 | 189 | 24.7 |
| Total | 1686 | 100.0 | 3224 | 1.91 | 920 | 100.0 | 766 | 100.0 |
| Type of Article | IMS ¹ | | | | | | | |
| | 1985-1998 | | | | 1985-1993 | | 1994-1998 | |
| | Freq. | Pct. | # of Authors | # of Authors per Article | Freq. | Pct. | Freq. | Pct. |
| Empirical | 450 | 67.3 | 909 | 2.02 | 180 | 57.9 | 269 | 75.1 |
| Non-empirical | 219 | 32.7 | 356 | 1.63 | 131 | 42.1 | 89 | 24.9 |
| Total | 669 | 100.0 | 1265 | 1.89 | 311 | 100.0 | 358 | 100.0 |

Note:

(1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

American and European. Because scholars often draw samples from their current country of residence, and IB scholars reside in only a few countries, the distribution of sampled countries in IB serials is skewed. Hence, the higher frequency of samples from the U.S., U.K., PRC, Hong Kong, and Australia, is expected (see Table 4 for institutional affiliation by country). That said, studies in JIBS increasingly rely on data from the U.S., Japan, U.K., Canada, PRC, Netherlands, Italy, Austria, Australia, Hong Kong, Spain, New Zealand, Singapore, Ireland, Finland, and Hungary (see Table 17). Possible reasons for this data collection trend in JIBS: (1) less insular perspective by U.S. scholars, (2) increased pressure on U.K. scholars to publish in academic serials [31], (3) increased IB research by scholars stationed in Hong Kong and Australia, and (4) greater access to data from the PRC by IB scholars in Hong Kong.

Even at the regional level, the distribution of sampled countries is skewed. Europe, North America, and Asia, are extensively analyzed in JIBS, IB serials, and IM serials (see Table 18). In contrast, Africa, Central America, and South America, are understudied. Although less developed economies and data collection barriers may explain the dearth of African studies, the proximity of many researchers and extensive investments by multinational firms should have boosted the proportion of Central and South American studies.

Number of Countries Studied per Article

The mean number of countries studied per empirical article in IB serials is 2.1, which is lower than the JIBS mean of 3.0 countries but higher than the IM serials mean of 1.5

countries. Empirical articles based on data from three or more countries comprise only 28.1% of such articles in JIBS, 18.4% of such articles in IB serials, and 11.1% of such articles in IM serials (see Table 19). Due to its greater propensity for financial studies (see Table 22), which often rely on published multinational data sets, JIBS contains a lower percentage of one-country studies (56.5%). Reasons for sampling in only a few countries include the cost of surveying populations from multiple countries and the lack of international cooperation among researchers [1]; thus, greater international collaboration among IB scholars might ameliorate this problem⁵.

By Research Topic. The mean number of countries studied differs markedly by research topic. For IB serials, only four topics draw from a mean of three or more countries: mergers and acquisitions (4.7), cross-cultural differences and cultural values (4.2), exchange rates (3.5), and R&D and innovation (3.2). For JIBS, in contrast, 16 topics draw from a mean of three or more countries; including R&D and innovation (7.5), finance and financial markets (5.5), and strategic alliances (5.2) (see Table 20). Clearly, overly narrow samples are used to study topics such as organizational behavior, buyer-seller relationships, and negotiations, which suggests a research opportunity.

⁵Country' was coded as 'nations, specific areas, or regions'. For example, the U.K., Hong Kong, and Puerto Rico, are each coded as one country. The few cases of researcher-identified regions, such as General Europe or Middle Asia, also were coded as one country.

Table 17. Empirical Articles in *Journal of International Business Studies* (JIBS), *International Business Serials* (IBS), and *Other Business Serials*, by Country/Area Studied

| Country/Area | JIBS (1992-2002) | | JIBS (1970-1993) ² | | IBS (1992-2002) | | MIR (1986-1993) ² | | CJWB (1986-1993) ² | |
|------------------|------------------|-------------------|-------------------------------|-------------------|-----------------|-------------------|------------------------------|-------------------|-------------------------------|-------------------|
| | Freq. | Pct. ¹ | Freq. | Pct. ¹ | Freq. | Pct. ¹ | Freq. | Pct. ¹ | Freq. | Pct. ¹ |
| USA | 164 | 47.3 | 258 | 42.9 | 456 | 36.6 | 71 | 29.5 | 141 | 46.5 |
| Japan | 66 | 19.0 | 93 | 15.4 | 159 | 12.8 | 32 | 13.3 | 54 | 17.8 |
| United Kingdom | 60 | 17.3 | 84 | 14.0 | 162 | 13.0 | 19 | 7.9 | 24 | 7.9 |
| Canada | 43 | 12.4 | 61 | 10.1 | 92 | 7.4 | 15 | 6.2 | 27 | 8.9 |
| Germany | 40 | 11.5 | 66 | 11.0 | 113 | 9.1 | 26 | 10.8 | 25 | 8.3 |
| France | 38 | 11.0 | 56 | 9.3 | 92 | 7.4 | 8 | 3.3 | 22 | 7.3 |
| PRC | 37 | 10.7 | 12 | 2.0 | 118 | 9.5 | 5 | 2.1 | 23 | 7.6 |
| Netherlands | 35 | 10.1 | 40 | 6.6 | 66 | 5.3 | na ³ | na ³ | na ³ | na ³ |
| Italy | 25 | 7.2 | 28 | 4.7 | 48 | 3.9 | na ³ | na ³ | na ³ | na ³ |
| Austria | 24 | 6.9 | 12 | 2.0 | 30 | 2.4 | na ³ | na ³ | na ³ | na ³ |
| Australia | 24 | 6.9 | 25 | 4.2 | 62 | 5.0 | 5 | 2.1 | 4 | 1.3 |
| Sweden | 24 | 6.9 | 35 | 5.8 | 65 | 5.2 | na ³ | na ³ | na ³ | na ³ |
| General Europe | 22 | 6.3 | 32 | 5.3 | 43 | 3.5 | na ³ | na ³ | na ³ | na ³ |
| Hong Kong | 19 | 5.5 | 11 | 1.8 | 55 | 4.4 | na ³ | na ³ | na ³ | na ³ |
| Spain | 18 | 5.2 | 13 | 2.2 | 48 | 3.9 | na ³ | na ³ | na ³ | na ³ |
| Switzerland | 18 | 5.2 | 36 | 6.0 | 38 | 3.0 | na ³ | na ³ | na ³ | na ³ |
| Mexico | 18 | 5.2 | 33 | 5.5 | 48 | 3.9 | 6 | 2.5 | 28 | 9.2 |
| Korea | 17 | 4.9 | 27 | 4.5 | 54 | 4.3 | 14 | 5.8 | 15 | 5.0 |
| Norway | 16 | 4.6 | 17 | 2.8 | 40 | 3.2 | na ³ | na ³ | na ³ | na ³ |
| New Zealand | 16 | 4.6 | 10 | 1.7 | 28 | 2.2 | 2 | 0.8 | 6 | 2.0 |
| Belgium | 15 | 4.3 | 32 | 5.3 | 33 | 2.6 | na ³ | na ³ | na ³ | na ³ |
| Singapore | 15 | 4.3 | 13 | 2.2 | 32 | 2.6 | na ³ | na ³ | na ³ | na ³ |
| Ireland | 15 | 4.3 | 11 | 1.8 | 29 | 2.3 | na ³ | na ³ | na ³ | na ³ |
| India | 14 | 4.0 | 24 | 4.0 | 38 | 3.0 | na ³ | na ³ | na ³ | na ³ |
| Denmark | 13 | 3.7 | 15 | 2.5 | 35 | 2.8 | na ³ | na ³ | na ³ | na ³ |
| Brazil | 13 | 3.7 | 29 | 4.8 | 26 | 2.1 | 7 | 2.9 | 11 | 3.6 |
| Taiwan | 13 | 3.7 | 11 | 1.8 | 30 | 2.4 | na ³ | na ³ | na ³ | na ³ |
| Finland | 12 | 3.5 | 9 | 1.5 | 36 | 2.9 | na ³ | na ³ | na ³ | na ³ |
| Philippines | 11 | 3.2 | 18 | 3.0 | 18 | 1.4 | na ³ | na ³ | na ³ | na ³ |
| Chile | 11 | 3.2 | 21 | 3.5 | 18 | 1.4 | na ³ | na ³ | na ³ | na ³ |
| Portugal | 9 | 2.6 | 9 | 1.5 | 22 | 1.8 | na ³ | na ³ | na ³ | na ³ |
| Greece | 9 | 2.6 | 11 | 1.8 | 21 | 1.7 | na ³ | na ³ | na ³ | na ³ |
| Malaysia | 9 | 2.6 | 18 | 3.0 | 21 | 1.7 | na ³ | na ³ | na ³ | na ³ |
| Russia/USSR | 9 | 2.6 | 8 | 1.3 | 47 | 3.8 | na ³ | na ³ | na ³ | na ³ |
| Hungary | 9 | 2.6 | 0 | 0.0 | 25 | 2.0 | na ³ | na ³ | na ³ | na ³ |
| Israel | 8 | 2.3 | 15 | 2.5 | 19 | 1.5 | na ³ | na ³ | na ³ | na ³ |
| Thailand | 8 | 2.3 | 12 | 2.0 | 24 | 1.9 | na ³ | na ³ | na ³ | na ³ |
| South Africa | 8 | 2.3 | 18 | 3.0 | 14 | 1.1 | 1 | 0.4 | 1 | 0.3 |
| Asia | 7 | 2.0 | 8 | 1.3 | 15 | 1.2 | na ³ | na ³ | na ³ | na ³ |
| Colombia | 7 | 2.0 | 19 | 3.2 | 11 | 0.9 | na ³ | na ³ | na ³ | na ³ |
| Venezuela | 6 | 1.7 | 18 | 3.0 | 9 | 0.7 | na ³ | na ³ | na ³ | na ³ |
| Indonesia | 6 | 1.7 | 15 | 2.5 | 19 | 1.5 | na ³ | na ³ | na ³ | na ³ |
| Turkey | 5 | 1.4 | 13 | 2.2 | 19 | 1.5 | na ³ | na ³ | na ³ | na ³ |
| Poland | 5 | 1.4 | 0 | 0.0 | 22 | 1.8 | na ³ | na ³ | na ³ | na ³ |
| European Union | 4 | 1.2 | 0 | 0.0 | 14 | 1.1 | na ³ | na ³ | na ³ | na ³ |
| Czech Republic | 3 | 0.9 | 0 | 0.0 | 16 | 1.3 | na ³ | na ³ | na ³ | na ³ |
| Saudi Arabia | 2 | 0.6 | 0 | 0.0 | 13 | 1.0 | na ³ | na ³ | na ³ | na ³ |
| Former Communist | 1 | 0.3 | 0 | 0.0 | 11 | 0.9 | na ³ | na ³ | na ³ | na ³ |
| Other countries | 66 | 19.0 | 0 | 0.0 | 200 | 16.1 | | | | |
| Total | 1037 | | 1296 | | 2654 | | 211 | | 381 | |

Note:

(1) Percentages based on total empirical articles.

(2) Frequencies and percentages based on Thomas, Shenkar, and Clarke (1994).

(3) na = not applicable/available.

Table 18. Articles in *Journal of International Business Studies* (JIBS) and *International Business and Marketing Serials* (IBS, IMS), by Region Studied

| | Region | Freq. | Pct. | # of Countries/Areas | Mean Mentions per Country |
|--|---------------------------------------|-------|-------|----------------------|---------------------------|
| JIBS (1992-2002) | Asia | 244 | 24.2 | 22 | 11.1 |
| | North America | 233 | 23.1 | 6 | 38.8 |
| | Central and South America | 57 | 5.7 | 10 | 5.7 |
| | Europe | 412 | 40.9 | 30 | 13.7 |
| | Africa | 22 | 2.2 | 11 | 2.0 |
| | Oceania (i.e. Australia, New Zealand) | 40 | 4.0 | 2 | 20.0 |
| | General or unspecified regions | 29 | 2.9 | 5 | 5.8 |
| | Total | 1008 | 100.0 | 81 | 12.4 |
| IBS (1992-2002) | Asia | 712 | 26.8 | 32 | 22.3 |
| | North America | 596 | 22.5 | 3 | 198.7 |
| | Central and South America | 90 | 3.4 | 12 | 7.5 |
| | Europe | 1054 | 39.7 | 36 | 29.3 |
| | Africa | 40 | 1.5 | 10 | 4.0 |
| | Oceania (i.e. Australia, New Zealand) | 91 | 3.4 | 3 | 30.3 |
| | General or unspecified regions | 71 | 2.7 | 13 | 5.5 |
| | Total | 2654 | 100.0 | 109 | 24.3 |
| IMS¹ (1985-1998) | Asia | 200 | 30.1 | 22 | 9.1 |
| | North America | 222 | 33.4 | 5 | 44.4 |
| | Central and South America | 6 | 0.9 | 4 | 1.5 |
| | Europe | 173 | 26.0 | 23 | 7.5 |
| | Africa | 18 | 2.7 | 11 | 1.6 |
| | Oceania (i.e. Australia, New Zealand) | 33 | 5.0 | 4 | 8.3 |
| | General or unspecified regions | 13 | 2.0 | 11 | 1.2 |
| | Total | 665 | 100.0 | 80 | 8.3 |

Note:

(1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

By Sample Type. For IB serials, the mean number of countries studied per empirical article, by sample type, is as follows: government data (4.0), financial data (3.4), advertisements (2.8), general population (2.5), students (2.0), managers (1.9), and newspaper articles (1.2) (see Table 21). Studies of managers cover fewer countries than studies of ads, the general population, or students. Moreover, studies of government data and financial data entail more countries than other empirical articles. As financial data, advertising data, and government data are more readily available and typically less expensive than survey data drawn from a probability sample of respondents, their position at the top of this list is unsurprising. In general, comparable studies in JIBS include more countries than in IB or IM serials; thus, results published in JIBS tend to be more generalizable [25].

METHODOLOGIES USED

Type of Empirical Study

Relative to selected business serials, empirical articles in IB serials are more likely to use survey data and longitudinal/secondary databases, and less likely to use experimental data (see Table 22). Low response rates to mail surveys and low literacy rates in developing and less developed countries encourage IB scholars to use administered questionnaires [39-42]. In some countries, such as the PRC, foreign researchers must commission local marketing research firms to conduct personal interviews because direct contact with residents is prohibited [43]. The top marketing serials contain relatively more articles that rely on secondary data and experimentation. The rarity of experiment-based articles in IB

Table 19. Articles in *Journal of International Business Studies* (JIBS) and *International Business and Marketing Serials* (IBS, IMS), by Number of Countries Studied

| Number of Countries Studied | JIBS | | IBS | | IMS ² | |
|-----------------------------|------------------------|----------------------|------------------------|----------------------|------------------------|----------------------|
| | Frequency ¹ | Percent ¹ | Frequency ¹ | Percent ¹ | Frequency ¹ | Percent ¹ |
| 1 | 177 | 56.5 | 759 | 64.9 | 317 | 73.4 |
| 2 | 48 | 15.3 | 195 | 16.7 | 67 | 15.5 |
| 3 | 27 | 8.6 | 76 | 6.5 | 19 | 4.4 |
| 4 | 14 | 4.5 | 40 | 3.4 | 13 | 3.0 |
| 5 | 8 | 2.6 | 22 | 1.9 | 9 | 2.1 |
| 6 | 4 | 1.3 | 18 | 1.5 | 2 | 0.5 |
| 7 | 4 | 3.0 | 5 | 0.4 | 1 | 0.2 |
| 8 | 4 | 1.3 | 8 | 0.7 | 3 | 0.7 |
| 9 | 2 | 0.6 | 3 | 0.3 | | |
| 10 | 5 | 1.6 | 7 | 0.6 | | |
| 11 | 1 | 0.3 | 5 | 0.4 | | |
| 12 | 0 | 0.0 | 2 | 0.2 | | |
| 13 | 4 | 1.3 | 6 | 0.5 | | |
| 14 | 2 | 0.6 | 2 | 0.2 | | |
| 16 | | | 4 | 0.3 | | |
| 17 | | | 2 | 0.2 | 1 | 0.2 |
| 18 | 1 | 0.3 | 1 | 0.1 | | |
| 20 | 1 | 0.3 | 1 | 0.1 | | |
| 21 | 1 | 0.3 | 1 | 0.1 | | |
| 22 | 2 | 0.6 | 3 | 0.3 | | |
| 24 | 1 | 0.3 | 1 | 0.1 | | |
| 27 | 1 | 0.3 | 1 | 0.1 | | |
| 29 | 1 | 0.3 | 1 | 0.1 | | |
| 31 | 1 | 0.3 | 1 | 0.1 | | |
| 34 | 3 | 1.0 | 4 | 0.3 | | |
| 48 | 1 | 0.3 | 1 | 0.1 | | |
| Total | 313 | 100.0 | 1169 | 100.0 | 432 | 100.0 |

Note:

(1) Frequencies and percentages do not include studies with country of sample unidentified.

(2) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

serials and JIBS may be explained by (1) uncontrollability of cultural effects on subjects' behaviors, (2) difficulty in manipulating cultural treatments, (3) low exchangeability of subjects among different cultures, and (4) few applicable theories and measures [32, 44]. As IB practice and research evolve, the dominance of survey-based studies in IB serials should decline.

Sample Types and Data Sources

For IB serials, 31.4% (303 of 966) of empirical articles rely on sampling frames supplied by others and 19.7% (190 of 966) rely on convenience samples (see Table 23); these percentages are comparable for JIBS and IM serials. Relative

to JIBS, IB and IM serials are more likely to rely on convenience samples (13.8% versus 19.7% and 26.0%). JIBS authors—especially those in finance-related areas—are more likely than IB and IM serial authors to use archival data (22.5% versus 14.2% and 5.5%). In contrast to survey data, archival data are often longitudinal, include more countries (i.e., is more generalizable), and cost less. Thus, IB and IM researchers are advised, when possible, to follow the sample design lead of JIBS authors.

The median size for samples of financial data and newspaper articles is much greater in IM serials than in IB serials and JIBS (see Table 24). In contrast, the median sizes for

Table 20. Number of Countries Studied in Articles in *Journal of International Business Studies* (JIBS) and International Business and Marketing Serials (IBS, IMS), by Topic Addressed

| Topic Addressed | JIBS | | IBS | | IMS ¹ | |
|--|--------------------------------------|-----------|--------------------------------------|-----------|--------------------------------------|-----------|
| | # of Countries/ Areas per Article | Std. Dev. | # of Countries/ Areas per Article | Std. Dev. | # of Countries/ Areas per Article | Std. Dev. |
| R&D/Innovation | 7.5 | 13.0 | 3.2 | 6.3 | 2.7 | 2.1 |
| Finance/Financial markets | 5.5 | 8.8 | 2.6 | 5.8 | 0.0 | 0.0 |
| Strategic alliances | 5.2 | 9.3 | 2.0 | 5.8 | 1.5 | 0.7 |
| Cross-cultural differences/Cultural values | 4.8 | 8.6 | 4.2 | 6.2 | 2.0 | 0.6 |
| Mergers and acquisitions | 4.7 | 4.7 | 4.7 | 4.6 | na | na |
| Exchange rates | 4.7 | 5.5 | 3.5 | 4.9 | na | na |
| Accounting | 4.4 | 8.8 | 2.6 | 6.4 | 0.0 | 0.0 |
| Human resource management | 4.2 | 6.5 | 2.6 | 4.2 | 1.3 | 0.5 |
| Retail | 4.0 | 0.0 | 1.2 | 1.4 | na | na |
| Consumers/Consumer behavior | 3.8 | 3.6 | 2.1 | 3.3 | 2.2 | 2.8 |
| Foreign direct investment | 3.7 | 9.0 | 2.6 | 6.7 | 1.5 | 0.6 |
| Organizational behavior | 3.3 | 3.0 | 1.1 | 2.1 | 3.0 | 1.8 |
| Ethics | 3.1 | 2.4 | 2.0 | 2.1 | 1.4 | 0.5 |
| Global business environment | 3.0 | 0.0 | 1.1 | 1.9 | 1.0 | 0.0 |
| Pricing/Transfer pricing | 3.0 | 0.0 | 1.4 | 1.1 | 2.7 | 2.1 |
| Management practice | 2.6 | 3.4 | 1.4 | 2.0 | na | na |
| Standardization | 2.5 | 2.1 | 1.7 | 2.2 | 1.3 | 0.8 |
| Sales management/Personal selling | 2.3 | 0.6 | 1.4 | 0.9 | 1.4 | 0.7 |
| Business relationships | 2.3 | 4.0 | 1.3 | 2.3 | na | na |
| Managing hi tech/intellectual property | 2.3 | 3.2 | 1.3 | 1.9 | 1.0 | 0.0 |
| Product/Brand | 2.0 | 0.0 | 1.7 | 3.9 | 1.5 | 1.1 |
| Globalization/Internationalization of firms | 2.0 | 4.1 | 1.2 | 2.4 | 1.1 | 0.4 |
| Market entry | 1.7 | 2.9 | 1.3 | 2.1 | 1.2 | 0.6 |
| Managers/Expatriate managers | 1.6 | 1.4 | 1.3 | 1.0 | na | na |
| Joint ventures | 1.6 | 1.9 | 1.5 | 1.6 | 1.5 | 0.7 |
| Country-of-origin | 1.3 | 1.3 | 1.7 | 1.5 | 1.6 | 1.4 |
| Firm performance | 1.0 | 0.0 | 1.6 | 1.2 | 1.6 | 1.3 |
| Advertising | 1.0 | 0.0 | 1.5 | 1.2 | 1.8 | 1.5 |
| Trade blocks/Regional markets | 1.0 | 1.0 | 1.2 | 2.3 | 0.0 | 0.0 |
| Government policy and regulations/Legal issues | 1.0 | 1.4 | 2.0 | 5.0 | 2.0 | 2.0 |
| Sourcing | 1.0 | 1.1 | 1.4 | 2.9 | 1.0 | 0.0 |
| Buyer-seller relationships | 1.0 | 1.4 | 1.3 | 0.9 | na | Na |
| Negotiations | 0.9 | 1.0 | 1.1 | 1.2 | 1.7 | 0.6 |
| Marketing strategy | 0.0 | 0.0 | 1.6 | 1.3 | 1.4 | 0.9 |

Note:

(1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

Table 21. Number of Countries Studied in *Journal of International Business Studies (JIBS)* and *International Business and Marketing Serials (IBS, IMS)*, by Sample Type

| Sample Type | JIBS | | | | IBS | | | | IMS ² | | | |
|--|------------------------|-----------|--------------------|-------------------|------------------------|-----------|--------------------|-------------------|------------------------|-----------|--------------------|-------------------|
| | Mean Countries Sampled | Std. Dev. | Freq. ¹ | Pct. ¹ | Mean Countries Sampled | Std. Dev. | Freq. ¹ | Pct. ¹ | Mean Countries Sampled | Std. Dev. | Freq. ¹ | Pct. ¹ |
| Government data | 5.0 | 9.6 | 56 | 16.4 | 4.0 | 7.9 | 119 | 12.3 | 1.9 | 1.8 | 20 | 4.9 |
| Advertisements | 4.0 | 0.0 | 1 | 0.3 | 2.8 | 1.2 | 10 | 1.0 | 2.4 | 1.8 | 16 | 3.9 |
| Financial data | 3.7 | 7.0 | 60 | 17.6 | 3.4 | 2.8 | 81 | 8.4 | 2.8 | 4.3 | 13 | 3.2 |
| Students | 3.6 | 3.0 | 7 | 2.1 | 2.0 | 1.8 | 45 | 4.7 | 2.0 | 1.4 | 40 | 9.8 |
| Individuals (e.g., consumers and citizens) | 3.4 | 5.4 | 30 | 8.8 | 2.5 | 3.4 | 135 | 14.0 | 1.5 | 1.0 | 76 | 18.6 |
| Managers/CEOs/VPs | 2.2 | 3.1 | 150 | 44.0 | 1.9 | 2.3 | 481 | 49.8 | 1.3 | 0.9 | 218 | 53.4 |
| Product/Sales Data | 2.1 | 2.2 | 8 | 2.3 | 1.6 | 1.4 | 27 | 2.8 | | | 0 | 0.0 |
| Newspaper articles | 1.6 | 0.4 | 5 | 1.5 | 1.2 | 0.8 | 8 | 0.8 | 1.5 | 0.7 | 2 | 0.5 |
| Journal articles | 1.2 | 0.6 | 13 | 3.8 | 1.1 | 3.0 | 30 | 3.1 | 1.6 | 1.0 | 11 | 2.7 |
| Other | 2.0 | 1.8 | 11 | 3.2 | 1.5 | 1.2 | 30 | 3.1 | 2.0 | 1.5 | 12 | 2.9 |
| Total | | | 341 | 100.0 | | | 966 | 100.0 | | | 408 | 100.0 |

Note:

- (1) Frequencies and percentages do not include these studies with unidentifiable data source.
- (2) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

Table 22. Type of Empirical Study for *Journal of International Business Studies (JIBS)* and *International Business and Marketing Serials (IBS, IMS)*, and Selected Business Serials

| Type of Empirical Study | JIBS ¹ | | IBS ¹ | | IMS ² | | JAMS ³ | JM ³ | JMR ³ | JCR ³ | JBE ⁴ |
|--|-------------------|------|------------------|------|------------------|------|-------------------|-----------------|------------------|------------------|------------------|
| | Freq. | Pct. | Freq. | Pct. | Freq. | Pct. | Pct. | Pct. | Pct. | Pct. | Pct. |
| Survey | 178 | 52.2 | 636 | 65.8 | 337.0 | 74.9 | 49.7 | 59.5 | 37.6 | 31.9 | 84.2 |
| Mail | 117 | 34.3 | 386 | 40.0 | 204.0 | 45.3 | 28.3 | 35.1 | 17.5 | 16.3 | 58.7 |
| Administered | 42 | 12.3 | 125 | 12.9 | 66.0 | 14.7 | na ⁵ | na ⁵ | na ⁵ | na ⁵ | 19.8 |
| Personal | 18 | 5.3 | 115 | 11.9 | 60.0 | 13.3 | 17 | 19.9 | 16.1 | 13.9 | 5.8 |
| Telephone | 1 | 0.3 | 10 | 1.0 | 7.0 | 1.6 | 4.4 | 4.5 | 4 | 1.7 | 0.8 |
| Secondary Data (e.g. database) | 133 | 39.0 | 240 | 24.8 | 37.0 | 8.2 | 16.4 | 27 | 22.1 | 12.9 | 8.3 |
| Other (e.g. serial articles, flyers, panels) | 30 | 8.8 | 108 | 11.2 | 88.0 | 19.6 | 4.4 | 4.5 | 6.7 | 7.3 | 5 |
| Experiment | 6 | 1.8 | 25 | 2.6 | 9.0 | 2.0 | 29.6 | 9.9 | 33.6 | 48.3 | 2.5 |
| Number of Articles | 341 | | 966 | | 450 | | 159 | 89 | 149 | 178 | 120 |
| Years Published | 1992-2002 | | 1992-2002 | | 1985-1998 | | 1980-1985 | 1980-1985 | 1980-1985 | 1980-1985 | 1989-1996 |

Notes:

- (1) Percentages are based on empirical articles only; some studies used more than one data collection method.
- (2) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).
- (3) Percentages for *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Marketing (JM)*, *Journal of Marketing Research (JMR)*, and *Journal of Consumer Research (JCR)*, based on Grazer and Stiff (1987). Sum of column percentages may exceed 100.0 percent because some studies used more than one data collection method.
- (4) Percentages for *Journal of Business & Entrepreneurship (JBE)* based on Hyman and Steiner (1997).
- (5) na = not applicable/available.

judgment samples and censuses are higher in IB serials and JIBS than in IM serials. Mean response rates are highest for IM serials—which exceed 40% for all sample types—and lowest for JIBS—which fail to exceed 40% for any sample type. The mean response rate for samples based on lists provided by third parties is far higher in IM serials (40.0%) than in IB

serials (19.8%) and JIBS (9.7%). The mean response rate for probability samples is far lower in JIBS than in IB and IM serials (18.4% versus 35.9% and 44.0%). Two possible reasons for the lower response rate in JIBS articles: (1) a higher percentage of JIBS articles report on probability samples of managers, whose response rate is lower than other types of

Table 23. Empirical Articles in *Journal of International Business Studies (JIBS)* and *International Business and Marketing Serials (IBS, IMS)*, by Sample Type

| Sample Type | JIBS | | IBS | | IMS ² | |
|---|--------------------|-------------------|--------------------|-------------------|--------------------|-------------------|
| | Freq. ¹ | Pct. ¹ | Freq. ¹ | Pct. ¹ | Freq. ¹ | Pct. ¹ |
| Sample based on list supplied by others | 108 | 31.7 | 303 | 31.4 | 136 | 31.3 |
| Judgment | 59 | 17.3 | 164 | 17.0 | 60 | 13.8 |
| Convenience sample | 47 | 13.8 | 190 | 19.7 | 113 | 26.0 |
| Financial data | 39 | 11.4 | 57 | 5.9 | 9 | 2.1 |
| Government data | 38 | 11.1 | 80 | 8.3 | 15 | 3.4 |
| Probability sample | 29 | 8.5 | 112 | 11.6 | 84 | 19.3 |
| Census | 9 | 2.6 | 26 | 2.7 | 2 | 0.5 |
| Newspaper articles | 6 | 1.8 | 9 | 0.9 | 2 | 0.5 |
| Other | 6 | 1.8 | 14 | 1.4 | 7 | 1.6 |
| Unspecified | 0 | 0.0 | 11 | 1.1 | 7 | 1.6 |
| Total | 341 | 100.0 | 966 | 100.0 | 435 | 100.0 |

Note:

(1) Frequencies and percentages exclude studies with unidentified country of sample.

(2) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

Table 24. Sample Size and Response Rate in *Journal of International Business Studies (JIBS)* and *International Business and Marketing Serials (IBS, IMS)*, by Sample Type

| Sample Type | Median Sample Size | | | Response Rate | | | | | |
|---|--------------------|-----|------------------|---------------|-----------|------|-----------|------------------|-----------|
| | JIBS | IBS | IMS ¹ | JIBS | | IBS | | IMS ¹ | |
| | | | | Mean | Std. Dev. | Mean | Std. Dev. | Mean | Std. Dev. |
| Census | 602 | 285 | 30 | | | | | | |
| Financial data | 384 | 292 | 17191 | | | | | | |
| Sample based on list supplied by others | 243 | 178 | 185 | 9.7 | 14.3 | 19.8 | 19.5 | 40.0 | 21.0 |
| Newspaper articles | 239 | 201 | 2115 | | | | | | |
| Convenience sample | 217 | 152 | 205 | 32.8 | 30.5 | 44.6 | 32.4 | 54.0 | 25.0 |
| Judgment | 215 | 137 | 89 | 29.2 | 34.2 | 27.3 | 27.3 | 57.0 | 19.0 |
| Probability sample | 190 | 236 | 367 | 18.4 | 20.6 | 35.9 | 60.1 | 44.0 | 21.0 |
| Government data | 97 | 153 | 12 | | | | | | |
| Other | 85 | 132 | 450 | 39.0 | 17.0 | 40.0 | 12.0 | 57.0 | 18.0 |
| Unspecified | | 60 | 229 | | | 30.4 | 27.0 | | |

Note:

(1) Frequencies and percentages for five international marketing serials (IMS) based on Hyman and Yang (2001).

respondents; and (2) JIBS articles tend to report on probability samples of more countries, which makes achieving high response rates more onerous.

Mix of Sample Types and Subjects

In IB serials, mail surveys—predominantly of managers and CEOs—often rely on sample frames provided by organizations (e.g., national directory of Danish firms, London Times, U.S. Department of Commerce). Administered questionnaires are used often to poll managers and the general population. Database studies tend to use extant government and financial data. Personal interviews are most used for

non-probability (i.e., convenience or judgment) samples of managers. Content analyses often rely on judgment samples of journal articles and ads. Despite limited external validity [45], experiments often rely on convenience samples of students. As expected, case studies often rely on information provided by managers, and intercept methods are most used in consumer studies. Delphi or panel studies seldom appear in IB serials (see Table 25-1). JIBS shows a similar mix of articles based on administered and mail surveys, databases, personal interviews, and case studies. Studies based on experiments, intercept and telephone interviews, and panel data, seldom appear in JIBS (see Table 25-2).

Table 25-1. Primary Methods Used in International Business Serial Articles, by Sample Type and Data Source

| Sample Type | Methodology | | | | | | | | | | | Total |
|--------------------|-------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|----------|----------|------------|
| | MQ | AQ | DB | PI | CS | CA | EX | IN | TI | PA | FG | |
| List | 217 | 15 | 43 | 18 | 2 | 2 | 1 | | 4 | | | 302 |
| Convenience | 40 | 70 | 4 | 37 | 8 | 1 | 19 | 5 | 3 | 1 | 1 | 189 |
| Judgment | 47 | 20 | 33 | 39 | 10 | 10 | 2 | | | 2 | 1 | 164 |
| Probability sample | 64 | 15 | 9 | 8 | | 2 | 3 | 7 | 3 | | | 111 |
| Government data | 1 | 2 | 73 | | 2 | 1 | | | | 1 | | 80 |
| Census | 8 | 1 | 14 | | | 3 | | | | | | 26 |
| Financial data | 5 | 1 | 3 | 1 | | | | | | | | 10 |
| Newspaper articles | | | 5 | | 1 | 3 | | | | | | 9 |
| Other | 2 | 1 | 4 | | 3 | 2 | | | | 2 | | 14 |
| Total | 384 | 125 | 188 | 103 | 26 | 24 | 25 | 12 | 10 | 6 | 2 | 905 |
| Data Source | | | | | | | | | | | | |
| Managers/CEOs | 322 | 53 | | 77 | 13 | | 4 | | 6 | 3 | | 478 |
| Individuals | 45 | 42 | | 19 | 2 | | 8 | 11 | 4 | 1 | 2 | 134 |
| Government data | | | 119 | | | | | | | | | 119 |
| Financial data | | | 82 | | | | | | | | | 82 |
| Students | 5 | 27 | | 1 | | | 11 | 1 | | | | 45 |
| Journal articles | | | 15 | | | 14 | | | | | | 29 |
| Product/sales data | | | 27 | | | | | | | | | 27 |
| Advertisements | | | 4 | | | 6 | | | | | | 10 |
| Newspaper articles | | | 7 | | | 1 | | | | | | 8 |
| Other | 3 | 1 | 7 | | 8 | 1 | 2 | | | 1 | | 23 |
| Total | 375 | 123 | 261 | 97 | 23 | 22 | 25 | 12 | 10 | 5 | 2 | 955 |

Note: MQ=Mail questionnaire; AQ=Administered questionnaire; DB=Database; PI=Personal interview; CS=Case study; CA=Content analysis; EX=Experiment; IN=Intercept interview; TI=Telephone interview; PA=Panel; FG=Focus group.

Table 25-2. Primary Methods Used in *Journal of International Business Studies (JIBS)* Articles, by Sample Type and Data Source

| Sample Type | Methodology | | | | | | | | | | | Total |
|--------------------|-------------|-----------|------------|-----------|----------|----------|----------|----------|----------|----------|----|------------|
| | MQ | AQ | DB | PI | CS | CA | EX | IN | TI | PA | FG | |
| List | 70 | 3 | 26 | 5 | 1 | 2 | | | | | | 107 |
| Judgment | 14 | 12 | 17 | 7 | 3 | 4 | 1 | | | 1 | | 59 |
| Convenience | 11 | 22 | 4 | 2 | 3 | | 4 | | | | | 46 |
| Financial data | 1 | | 38 | | | | | | | | | 39 |
| Government data | 1 | 1 | 34 | | 1 | | | | | 1 | | 38 |
| Probability sample | 17 | 3 | 1 | 3 | | 1 | 1 | 1 | 1 | | | 28 |
| Census | 2 | | 6 | | | 1 | | | | | | 9 |
| Newspaper articles | | | 5 | | | 1 | | | | | | 6 |
| Other | 1 | 1 | 2 | | | | | | | 2 | | 6 |
| Total | 117 | 42 | 133 | 17 | 8 | 9 | 6 | 1 | 1 | 4 | | 338 |
| Data Source | | | | | | | | | | | | |
| Managers/CEOs | 101 | 23 | | 14 | 6 | | 2 | | | 2 | | 148 |
| Financial data | | | 60 | | | | | | | | | 60 |
| Government data | | | 56 | | | | | | | | | 56 |
| Individuals | 9 | 14 | | 3 | | | 2 | 1 | 1 | | | 30 |
| Journal articles | | | 5 | | | 7 | | | | | | 12 |
| Product/sales data | | | 8 | | | | | | | | | 8 |
| Students | 2 | 4 | | | | | 1 | | | | | 7 |
| Newspaper articles | | | 5 | | | | | | | | | 5 |
| Advertisements | | | | | | 1 | | | | | | 1 |
| Other | | | 4 | | 1 | | | | | 1 | | 6 |
| Total | 112 | 41 | 138 | 17 | 7 | 8 | 5 | 1 | 1 | 3 | | 333 |

Note: MQ=Mail questionnaire; AQ=Administered questionnaire; DB=Database; PI=Personal interview; CS=Case study; CA=Content analysis; EX=Experiment; IN=Intercept interview; TI=Telephone interview; PA=Panel; FG=Focus group.

Regarding the relation between data collection method and sample type, (1) mail surveys often entail samples based on lists and probability samples, (2) administered surveys often involve convenience samples, (3) personal interviews and content analyses often rely on judgment samples, and (4) longitudinal studies tend to rely on government and financial data. This method-sample relationship suggests that researchers consider available sample types before designing their studies. Although imperfect, these combinations are practical and optimize the benefits and costs of IB studies.

Statistical Techniques

For empirical articles, univariate and bivariate statistical methods are popular in both IB serials (77.5%) and JIBS (81.6%) (see Table 26; percent similar to 73.3% reported in [1]. To test hypotheses, mean difference tests and ANOVA are the two most common statistical methods.

The most-used multivariate methods in IB serial articles are regression (36.3%), factor analysis (9.7%), and MANOVA/ANCOVA (7.2%); the percentages for IM serials are similar. For IB serials and JIBS, path or structural analysis is now common and equally popular (in 7.2% and 5.6% of articles respectively). Methods such as conjoint analysis, correspondence analysis, and canonical correlation, rarely appear in IB or other serials. For IB serials, 77.5% (966 of 1246) of empirical articles used at least one statistical method, 62.9% used one or two methods, and 14.6% used more than two methods. These propensities, which are similar to JIBS, show that (1) univariate, bivariate, and regression analyses remain the most popular analyses, and (2) most articles rely on only one or two statistical methods. Relative to JIBS, empirical articles in other serials rely more on qualitative methods. For example, ISMO articles frequently rely on ethnographic methods such as story-telling and observation. The heavy concentration on limited quantitative methods and a lack of methodological innovations are likely to restrict IB theory development [46].

Methodological Comparisons among IB Serials

Other noteworthy inter-serial differences include the following (see Table 27):

- Non-empirical articles are more common in ISMO (36.1%), IMR (32.6%) and JWB (30.5%), than in MIR (17.7%), JIBS (17.8%), and JIM (24.1%).
- One-country studies are more common in ISMO (81.2%) than in JIBS (56.7%) and MIR (57.6%). JIBS and MIR have higher percentages of studies involving three and more countries.
- Mail surveys are more common in JIM and MIR (50.3% and 45.5% respectively) than in ISMO or JWB (23.9% and 29.3% respectively). The latter two journals tend to publish case studies. Administered surveys are more common in IMR and personal interviews are more common in ISMO and JWB.
- Relative to the other four IB serials, empirical studies in JIBS and MIR tend to rely on government data (16.7% and 23.2% respectively) and financial data (17.9 and 5.3% respectively).

- Non-survey-based articles are more common in JIBS and MIR (16.0% and 21.9% respectively) than in the other four IB serials.
- Consistent with their editorial mandates, articles in IB serials typically describe a sample of managers. Samples of individuals or students are more common in IMR (38.2%).
- For empirical articles, the median sample size in two IB-specific journals, JIBS and JWB (422 and 321 respectively) exceeds the median sample size in management or marketing serials (ranging from 203 to 301).

In summary, JIBS is more likely to contain empirical studies by several authors using government or financial data involving more than one country. Most of the studies involve countries from Asia, North America and Europe, and address topics such as foreign direct investment, joint ventures/strategic alliances, and globalization/internationalization of firms. When questionnaires are used, the most common sample is managers.

DISCUSSION AND IMPLICATIONS

This retrospective examines recent IB research in terms of author demographics, article domain, country of samples, and methodology. Although there are many encouraging trends, such as more frequent non-U.S.-based authors and studies, many opportunities for improved IB research remain. Five ways to encourage such research are now discussed.

Encourage Practitioner Input

Practitioners account for only 9.8% (315 of 3224) of unweighted authorships in IB serials; thus, articles may not adequately mirror current best IB practices. Perhaps this lack of practitioner representation is mitigated by frequent study of managers and employees, who served as subjects in 49.8% (481 of 966) of empirical studies. Regardless, IB scholars and practitioners would benefit from increased contributions from practitioners.

Encourage Non-U.S.-based Authors

Despite two of six leading IB serials being Europe-based, U.S.-based authors constitute almost half (49.6%) of unweighted authorships in these serials. This large percentage of scholars steeped in one cultural and educational milieu may narrow the perspective and reduce the generalizability of research results [47]. To minimize ethnocentrism, IB serial editors could encourage collaborations among researchers from different countries [23]. Such collaborations could boost the use of multi-country samples and lower barriers to studying non-English-speaking countries [48]. Indeed, more than 70% of authors in IB serials are from English-speaking countries.

Encourage More Geographically Diverse Studies

The distribution of studied countries remains skewed, which hinders the generalizability of IB theories. For example, despite recent and massive corporate investments, empirical studies of India, South America, and Africa have been minimal.

Table 26. Statistical Methods Used in *Journal of International Business Studies (JIBS)*, *International Business and Marketing Serials (IBS, IMS)*, and Selected Business Serials

| | JIBS | | IBS | | IMS ³ | JAMS ⁴ | JM ⁴ | JMR ⁴ | JCR ⁴ | Intl ⁵ | JMM ⁶ | Mktg ⁷ |
|--|-----------|-------------------|-----------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Freq. | Pct. ² | Freq. | Pct. ² | Pct. ² | Pct. ² | Pct. ² | Pct. ² | Pct. ² | Pct. ² | Pct. ² | Pct. ² |
| Statistical Method ¹ | | | | | | | | | | | | |
| Univariate and Bivariate | 283 | 81.6 | 966 | 77.5 | 68.9 | | | | | | | |
| Descriptive (e.g., frequencies, means) | 132 | 38.0 | 452 | 46.8 | 28.9 | na ⁸ | na | na | na | na | na | na |
| Mean difference test | 53 | 15.3 | 198 | 20.5 | 21.8 | na | na | na | na | 15.2 | 10.0 | 9 |
| Chi-square test | 20 | 5.8 | 68 | 7.0 | 12.0 | 24.5 | 24.7 | 12.8 | 13.5 | na | 5.0 | 9 |
| Correlation | 36 | 10.4 | 126 | 13.0 | 12.4 | 13.8 | 21.3 | 23.5 | 19.7 | 10.7 | 10.0 | 5.2 |
| ANOVA ⁹ | 42 | 12.1 | 122 | 12.6 | 17.6 | 32.7 | 23.6 | 30.2 | 36.5 | 11.5 | 10.0 | 39.6 |
| Multivariate Statistical Methods | 305 | 87.9 | 704 | 72.9 | 46.9 | | | | | | | |
| Regression (i.e., multiple, logit, probit) | 183 | 52.7 | 362 | 36.3 | 17.6 | 23.3 | 49.4 | 71.8 | 38.8 | 7.8 | 36.0 | 15.7 |
| Discriminant analysis | 12 | 3.5 | 36 | 3.6 | 6.2 | 11.3 | 6.7 | 3.4 | 6.2 | 6.3 | 0.0 | 2.2 |
| Factor analysis (PCA) | 32 | 9.2 | 97 | 9.7 | 12.4 | 10.7 | 15.7 | 22.1 | 8.4 | 15.2 | 3.0 | 3.7 |
| MANOVA/ANCOVA/MANCOVA | 30 | 8.6 | 72 | 7.2 | 7.1 | na | na | na | na | 5.9 | na | na |
| Cluster analysis | 11 | 3.2 | 44 | 4.4 | 4.2 | 2.5 | 4.5 | 6.0 | 1.1 | 3.7 | 0.0 | 1.5 |
| Correspondence analysis | 1 | 0.3 | 1 | 0.1 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Canonical correlation | 7 | 2.0 | 2 | 0.2 | 0.9 | 4.4 | 3.4 | 0.7 | 0.6 | na | 0.0 | 0 |
| Conjoint analysis/MDS/MCA/AID | 3 | 0.9 | 9 | 0.9 | 1.6 | 3.1 | 3.4 | 8.1 | 2.8 | 0.7 | 0.0 | 1.5 |
| Time series analysis (e.g., Box Jenkins) | 7 | 2.0 | 9 | 0.9 | | | | | | | | |
| Path/Structural analysis | 19 | 5.5 | 72 | 7.2 | 5.1 | 0 | 0 | 0 | 0 | 3 | 0 | 9.7 |
| Variety of Statistical Methods per Article | | | | | | | | | | | | |
| Zero | 93 | 5.2 | 280 | 22.5 | 2.9 | | | | | | | |
| One | 148 | 42.7 | 430 | 34.5 | 49.1 | | | | | | | |
| Two | 120 | 34.6 | 354 | 28.4 | 33.8 | | | | | | | |
| Three | 49 | 14.1 | 135 | 10.8 | 11.3 | | | | | | | |
| Four and more | 12 | 3.5 | 47 | 3.8 | 2.9 | | | | | | | |
| Number of Empirical Articles | 422 | | 1246 | | 450.0 | 159 | 89 | 149 | 178 | 270 | 104 | 134 |
| Years Published | 1992-2002 | | 1992-2002 | | 1985-1998 | 1980-1985 | 1980-1985 | 1980-1985 | 1980-1985 | 1980-1990 | 1980-1991 | 1989 |

Notes:

- (1) Most studies used multiple statistical methods; thus, the sums of percentages often exceed 100 percent. Percentages in the last two columns concern the principle statistical technique used; percentages in these columns sum to 100 percent.
- (2) Percentages based on articles in which at least one statistical method appeared.
- (3) Percentages for sampled five international marketing journals based on Hyman and Yang (2001).
- (4) Percentages for *Journal of the Academy of Marketing Science (JAMS)*, *Journal of Marketing (JM)*, *Journal of Marketing Research (JMR)*, and *Journal of Consumer Research*, based on Grazer and Stiff (1987).
- (5) Based on Aulakh and Kotabe (1993), percentages are for international marketing articles published in 21 serials.
- (6) Percentages for *Journal of Macromarketing (JMM)* based on Finn and McQuitty (1994).
- (7) Based on Waheeduzzaman and Krampf (1992), percentages are for JAMS, JM, JMR, JCR, *Journal of Advertising*, and *Journal of Advertising Research* [64].
- (8) na = not applicable/available.
- (9) Percentages for JAMS, JM, JMR, JCR, and JMM are for ANOVA/MANOVA/ANCOVA.

To increase the geographic diversity of empirical studies, international students could be used to collect data whenever they return home or *via* personal networks in their home countries. IB serials could sponsor special issues on less-studied but potential markets (e.g., Middle East, Central Asia) and encourage studies of under-researched regions. To overcome funding constraints, research grants could be cre-

ated to assist previously migrated scholars to study their native countries. For example, India is understudied despite the many India-born IB scholars who are U.S. residents and the many Indian scholars who are fluent in English. Most studies focusing on the PRC are not by PRC-based scholars; rather, they are conducted by scholars in Hong Kong with strong research support and by other Asians living in the U.S.

Table 27. Selective Comparisons among International Business Serials

| Type of Article | JIBS | ISOM | IMR | JIM | JWB | MIR | Mean |
|--|------|------|------|------|------|------|------|
| Empirical studies | 82.2 | 63.9 | 67.4 | 75.9 | 69.5 | 82.3 | 74.3 |
| Nonempirical studies | 17.8 | 36.1 | 32.6 | 24.1 | 30.5 | 17.7 | 25.7 |
| n | 422 | 230 | 301 | 203 | 321 | 209 | 1686 |
| Countries Studied | | | | | | | |
| One | 56.7 | 81.2 | 63.2 | 68.2 | 71.3 | 57.6 | 64.5 |
| Two | 15.4 | 8.7 | 21.1 | 19.6 | 13.9 | 21.8 | 17.2 |
| Three | 8.7 | 3.6 | 5.3 | 6.1 | 4.6 | 9.1 | 6.6 |
| Four | 4.5 | 2.2 | 4.2 | 2.0 | 2.8 | 3.6 | 3.4 |
| Five or more | 14.7 | 4.3 | 6.3 | 4.1 | 7.4 | 7.9 | 8.4 |
| Mean | 3.3 | 1.6 | 1.9 | 1.9 | 1.9 | 2.2 | |
| n | 312 | 138 | 190 | 148 | 216 | 165 | 1169 |
| Methods | | | | | | | |
| Mail questionnaire | 34.2 | 23.9 | 41.5 | 50.3 | 29.3 | 45.5 | 38.9 |
| Administered questionnaire | 12.3 | 14.8 | 21.3 | 5.5 | 8.7 | 9.1 | 12.1 |
| Personal interview | 4.7 | 29.5 | 6.4 | 11.7 | 17.4 | 9.7 | 10.1 |
| Database (Govt. or other pre-existing source) | 38.9 | 11.4 | 9.0 | 12.4 | 16.3 | 30.5 | 23.0 |
| Content analysis | 2.6 | 0.0 | 5.3 | 1.4 | 1.1 | 1.3 | 2.4 |
| Experiment | 1.8 | 1.1 | 3.2 | 6.9 | 2.2 | 0.0 | 2.6 |
| Case study | 2.6 | 18.2 | 4.8 | 9.7 | 22.8 | 1.9 | 7.5 |
| Intercept (mall or otherwise) | 0.3 | 0.0 | 5.3 | 0.7 | 0.0 | 0.0 | 1.2 |
| Other (includes delphi, focus group, panel) | 2.6 | 1.1 | 3.2 | 1.4 | 2.2 | 1.9 | 2.3 |
| n | 336 | 76 | 183 | 138 | 75 | 151 | 959 |
| Sample Type | | | | | | | |
| Managers/CEOs/VPs | 44.6 | 55.3 | 45.4 | 63.0 | 54.7 | 51.7 | 50.7 |
| Individuals (e.g., consumers, citizens) | 8.9 | 19.7 | 26.2 | 10.9 | 24.0 | 6.0 | 14.5 |
| Students | 2.1 | 2.6 | 12.0 | 5.8 | 0.0 | 4.0 | 4.7 |
| Government data | 16.7 | 7.9 | 3.8 | 5.1 | 10.7 | 23.2 | 12.2 |
| Advertisements | 0.3 | 0.0 | 4.9 | 0.0 | 0.0 | 0.0 | 1.0 |
| Financial data | 17.9 | 2.6 | 2.7 | 2.9 | 2.7 | 5.3 | 7.7 |
| Serial articles | 3.9 | 2.6 | 1.6 | 5.1 | 1.3 | 2.6 | 3.1 |
| Others (includes sales/product data, salespeople, newspaper) | 5.7 | 9.2 | 3.3 | 7.2 | 6.7 | 7.3 | 6.0 |
| n | 336 | 76 | 183 | 138 | 75 | 151 | 959 |
| Authorship | | | | | | | |
| One | 26.3 | 41.3 | 31.9 | 31.5 | 52.3 | 34.9 | 35.9 |
| Two | 47.9 | 42.2 | 43.5 | 45.8 | 30.2 | 42.6 | 42.0 |
| Three | 20.4 | 11.7 | 19.3 | 17.7 | 12.8 | 17.7 | 17.1 |
| Four or more | 3.6 | 2.6 | 3.7 | 4.9 | 4.0 | 4.3 | 3.9 |
| Mean | 2.1 | 1.8 | 2 | 2 | 1.7 | 1.9 | |
| n | 422 | 230 | 301 | 203 | 321 | 209 | 1686 |
| Sample size | | | | | | | |
| 1-100 | 24.8 | 50.6 | 25.6 | 34.0 | 50.7 | 39.6 | 33.6 |
| 101-250 | 30.7 | 25.9 | 35.2 | 29.8 | 26.0 | 33.6 | 31.1 |
| 251-500 | 15.6 | 12.3 | 20.5 | 19.1 | 19.2 | 20.1 | 18.2 |
| 501-1000 | 13.8 | 3.7 | 11.9 | 7.1 | 0.0 | 4.7 | 8.5 |
| More than 1000 | 15.0 | 7.4 | 6.8 | 9.9 | 4.1 | 2.0 | 8.6 |
| Median | 422 | 230 | 301 | 203 | 321 | 209 | |
| n | 326 | 81 | 176 | 141 | 73 | 149 | 946 |

Encourage Research in Neglected Areas and Replications

Although the range of IB research has expanded, it is still dominated by a narrow stream of core research. Thoughtful perspectives on promising new theoretical frameworks are needed [10, 49, 50]. Application of new IB theories continues to lag current IB practice, especially in the following areas: emerging research domains (e.g., high-especially information-technology), effects of terrorism on business (e.g., national and economic security), rapid globalization of small businesses, community interests (e.g., consumerism and greening of business), sourcing and locating human capital (e.g., global outsourcing/off-shoring of labor-intensive and/or knowledge intensive work), globalization of national companies (e.g., entry modes and stages of internationalization process), international expansion of start-up companies, sustainability (e.g., corporate social responsibility and natural environment), new organizational forms and dimensions (e.g., ambidextrous multinational organizations; new horizontal and vertical intra- and inter-organizational modes for knowledge absorption, global hyper-competition, and international cooperation (e.g., cross-national mergers, acquisitions, joint-ventures, and alliances).

The success of many firms depends on their international competitiveness. Greater efforts to probe understudied IB research questions can enhance the generalizability of IB theories and help practitioners to make better decisions. Applications of theories and methods from other disciplines (e.g., futurism and social anthropology) to IB may be a first step in this regard [51, 52].

Replications and extensions of previous studies in IB serials are rare. Nevertheless, replication signifies a mature serial and is vital as it permits assessment of generalizability and “guard[s] against the perpetuation of erroneous and questionable results” (p.233) [53].

Encourage Methodological Development

IB scholars face the challenge of shaping new perspectives and developing new or improved methodologies [52]. If “the development of the field of international business has been strongly driven by innovations in research design and methodologies” (p.786) [46], then advancement in IB methodology lags behind IB theory development. Mail and administered surveys dominate empirical research in IB, yet for many IB research problems, case studies [54], secondary data, and experimental designs may prove more reliable and valid. Archival data, including statistical records and other government or organizational records (such as census data), survey archives (such as the General Social Survey), and written records (such as newspapers), are suitable for longitudinal and multi-country studies [55]. In addition to these traditional approaches, more IB scholars could adopt non-mothetic, ideographic, or inductive approaches.

Limitations and Future Directions

This retrospective is limited in four ways. First, data collection and analysis was limited to six leading IB serials. Future retrospectives might include a broader range of IB serials, especially non-English serials published outside the U.S. and U.K.

Second, findings are limited to four major areas: author demographics, sample of country, article domain, and meth-

odology used. Further analysis of each area and the linkages among the four areas can provide additional insights. For example, article domains reflect recent developments in IB research streams. A detailed review of each major topic and its logical linkages would present a clear picture of research trends—what is known and what needs to be known [36]. Because many—especially U.S.—based—authors are foreign born, authors’ birth country may relate to their choice of countries studied. Furthermore, a longitudinal analysis of country-of-sample analysis may answer two questions often posed by IB scholars: (1) Should IB research follow or lead business globalization [8]? (2) Is the choice of country to study related to its trade volume with the U.S. [8] or authors’ beliefs about editors’ or reviewers’ preferences [26]?

Third, the three-stage procedure for classifying the topics addressed in articles did not account for multi-topic articles (cf. [1]). Given the interdisciplinary nature of much IB research, articles often broach multiple topics; thus, the totals for topics addressed are somewhat conservative. Also, the coding scheme was based on a handful of IB articles rather than a content analysis of all IB articles. A mutually exclusive and exhaustive coding scheme would have ensured a more comprehensive and precise topic analysis

Fourth, several analyses reported in retrospective studies, such as citation analysis (e.g., [47, 56, 57]), assessment of measure and sampling equivalence in comparative studies [1], and assessment of measure reliability [1], were beyond the scope of this retrospective. Analyses of these types will provide further insights into the progress of IB research.

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