

Tracing the path of International Business Research



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Presentation structure

- Research Motivation
- Study Objectives
- Methodology
- Analysis
 - Discussion
 - Limitations and Future Research
 - Big Question



Research Motivation



Literature Reviews with Objectives

Year	Author/s	Journal	Period of Review	Broad Objectives
2002	Werner & Brouthers	JIBS	1976-80 & 1996-2000	Amount & Type of international research
2002	Werner	JOM	1996-2000	Trends in IM research based on 12 areas
2003	Lu	JIM	1991-2000	Breadth & contribution of International Strategic Mgmt research
2005	Acedo & Casilla	IBR	1997-2000	Trends most relevant in the field
2009	Pisani	JOM	2002-2006	Comprehensive picture of the field

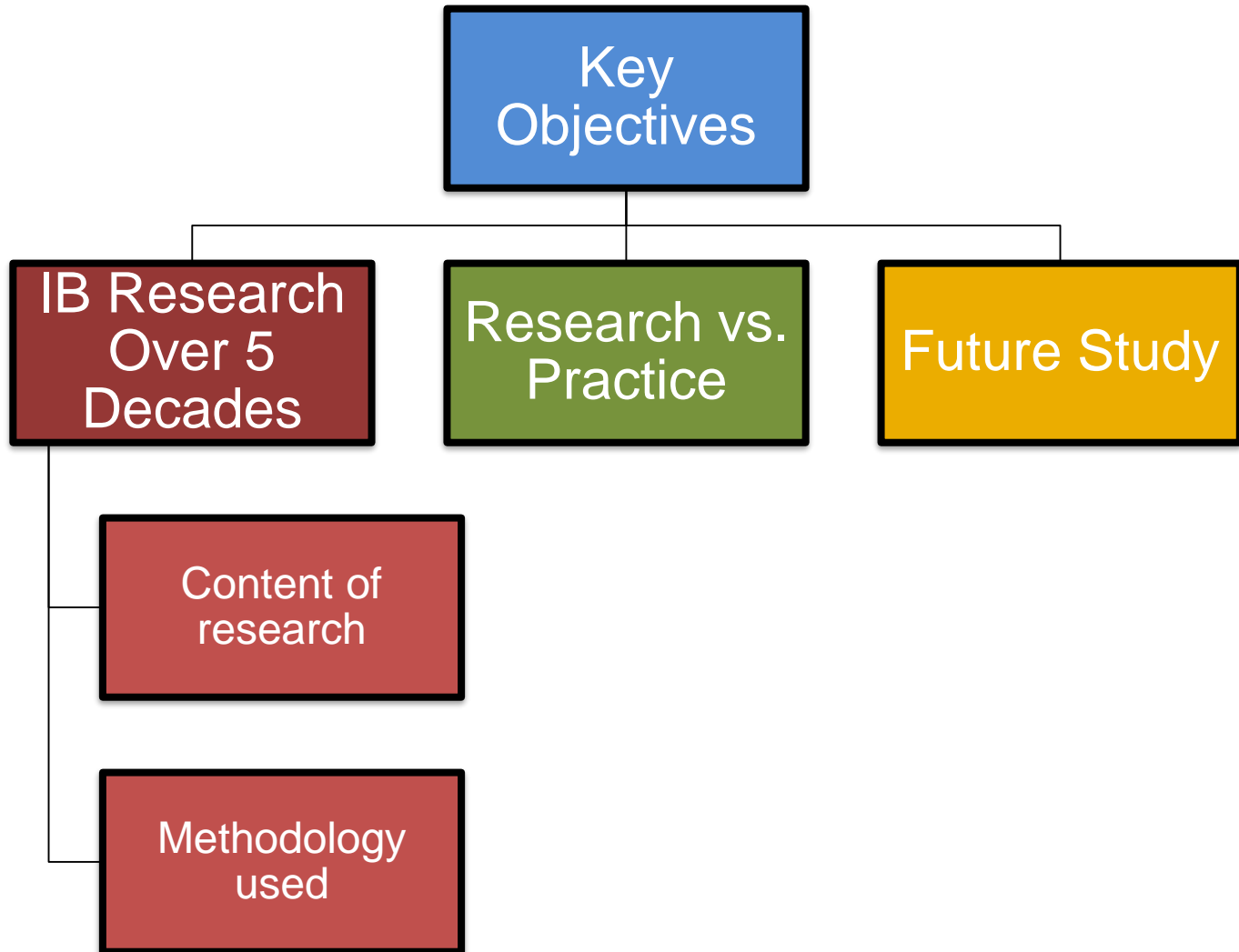
- Period of reviews considered **short**.
- Most reviews related to the **definition of the domain**

Publish Articles in the field of IB
increased from **1.6%** during 1976-
1980 to **5.5%** during 1996-2000,
and reached **7%** during 2000-2006



Study Objectives





Methodology Used



Why JIBS?

Journal	Duration	Total No of Articles	Top 5 IB cited each year	Percentage
Journal of International Business Studies (JIBS)	1976-2016	2037	215	10.55%
Strategic Management Journal (SMJ)	1980-2016	2302	54	2.35%
Journal of Management Studies (JMS)	1970-2016	2629	36	1.37%
Academy of Management Journal (AMJ)	1970-2016	2975	34	1.14%
Academy of Management Review (AMR)	1983-2016	2211	15	0.68%
Total		12,154	355	2.09%

(DuBois and Reeb, 2000)

Sample Selection

JIBS considered based on ranking and impact factor for IB research (DuBois and Reeb, 2000)



JIBS 'Decade Award' articles considered as the the most 'insightful and influential' contribution to IB research (Editor, JIBS) selected for analysis.



Top 5 most widely cited articles from the year 1976 selected as base data set.



Content Analysis to generate inferences from text

For Quantitative Analysis

Frequency counts,
trends,
patterns and
differences.

For Qualitative Analysis

Theme identification,
pattern
recognition and
elaboration.

Basic Coding

S. No.	Code	Code Categories and Description
1	Year	Year in which the paper was published
2	Author(s) Details	Name(s) of the author(s)
		Functional area to which authors belong
		University/Institution where authors work
		Country of authors
3	Paper Title	Title of the paper
4	Publication Outlet	Name of the journal where the paper was published
5	Number of citations	From Google Scholar
		From SSCI (Web of Science)
6	Is the paper out of a thesis?	Yes/No
7	Paper type	Theory/ Empirical/ Other

Cont. Basic Coding

S. No.	Code	Code Categories and Description
8	Empirical Papers	<i>Industry Setting and Country Setting</i> <i>Type of empirical research.</i> <i>Data source.</i> Stated research question. <i>Dependent Variable and Independent Variable</i> <i>Moderators and Mediators</i> Primary Focus /Key Theme / Sub Theme Theories Used. Summary Findings. <i>Stated contributions.</i> Stated research agenda for future. <i>Stated Managerial Implications.</i> <i>Stated Policy Implications.</i>
9	Theory Papers	Research question. Primary focus. Theories used. Summary arguments. Stated research agenda for future

Categories of IB Research

Coding for Themes – adapted from Werner-2002

No	Main Area	Code	Sub Themes
1	Global Business Environment	GBE	Environmental Risk; Political & Regulatory Environment
2	Internationalization	INT	Description & Measurement; Antecedents ; Consequences
3	Entry Mode Decisions	EMD	Predictors of entry mode choice, ownership choice & consequences.
4	International Joint Ventures	IJV	Partner Selection and Consequences of IJVs.
5	Foreign Direct Investment	FDI	Motivations of FDI, Location of FDI and Consequences.
6	International Exchange	IEX	Determinants and consequences of Exporting; Exchange Overviews
7	Transfer of Knowledge	TOK	Antecedents and Process of Knowledge Transfer.
8	Strategic Alliances and Networks	SAN	Strategic alliance relationships and Consequences
9	Multinational Enterprises	MNE	Models and descriptions of MNEs; MNE policies and strategies.
10	Subsidiary-Headquarters Relations	SHQ	Subsidiary Control
11	Subsidiary & Multinational Team Management	SMTM	Subsidiary behaviour ; Multinational team management
12	Expatriate Management.	EMN	Expatriate reactions and Issues for Expatriates
13	Research Methods	RMT	Journals, Research Agenda, Research Methodology, Measures.
14	Entrepreneurship	ETP	INVs; Description & Measurement; Opportunity Recognition; National Culture; Born Global Orientation; Social Entrepreneurship

Analysis



Descriptive Statistics

Decade wise Publication Type Distribution (JIBS)						
	1970-76	1977-86	1987-96	1997-06	2007-16	Total
Empirical	11	45	42	40	31	169
Theoretical	0	4	8	6	20	38
Others	0	1	0	4	3	8
Total	11	50	50	50	54	215

215 articles by **450** authors

Theoretical articles specific to IB increasing

Descriptive Statistics

Decade Wise Disciplinary Participation in IB Research						
	1970-76	1977-86	1987-96	1997-06	2007-16	Total
Multi-Disciplinary	2	11	11	18	18	77
Uni-Disciplinary	9	39	39	32	19	138
Total	11	50	50	50	54	215

Slow growth of IB research becoming more
multidisciplinary

Descriptive Statistics

Decade wise country of authors.						
	1970-76	1977-86	1987-96	1997-'06	2007-16	Total
Multiple	0	8	17	14	37	76
Single	11	42	33	36	17	139
Total	11	50	50	50	54	215

Cross-Border Exchange
of Ideas is increasing

Descriptive Statistics

Single Country	Number
USA	89
Canada	16
UK	14
Netherlands	3
Denmark	
...	
...	
Total	137

Multiple Country	Number
USA & Canada	9
USA & UK	7
USA & China	4
USA & France	4
...	
...	
Total	74

35% from multiple countries;
Majority are developed countries

Descriptive Statistics

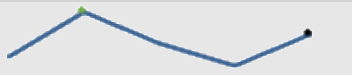




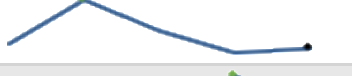








Methods Break Up in Empirical Studies	
Single Methods	Number
Surveys	61
Archival Data	45
Literature Reviews	19
Interviews	9
Case Studies	2
Content Analysis	1
Exploratory Methods	1
Negotiation Simulation	1
Meta-Analysis	2
Total	141

Methods Break Up in Empirical Studies	
Multi Methods	Number
Archival Data + Interviews	5
Archival Data + Surveys	8
Archival Data + Literature Reviews	4
Survey + Case Studies	5
Survey + Interviews	4
Interview + Case Study	2
Total	28

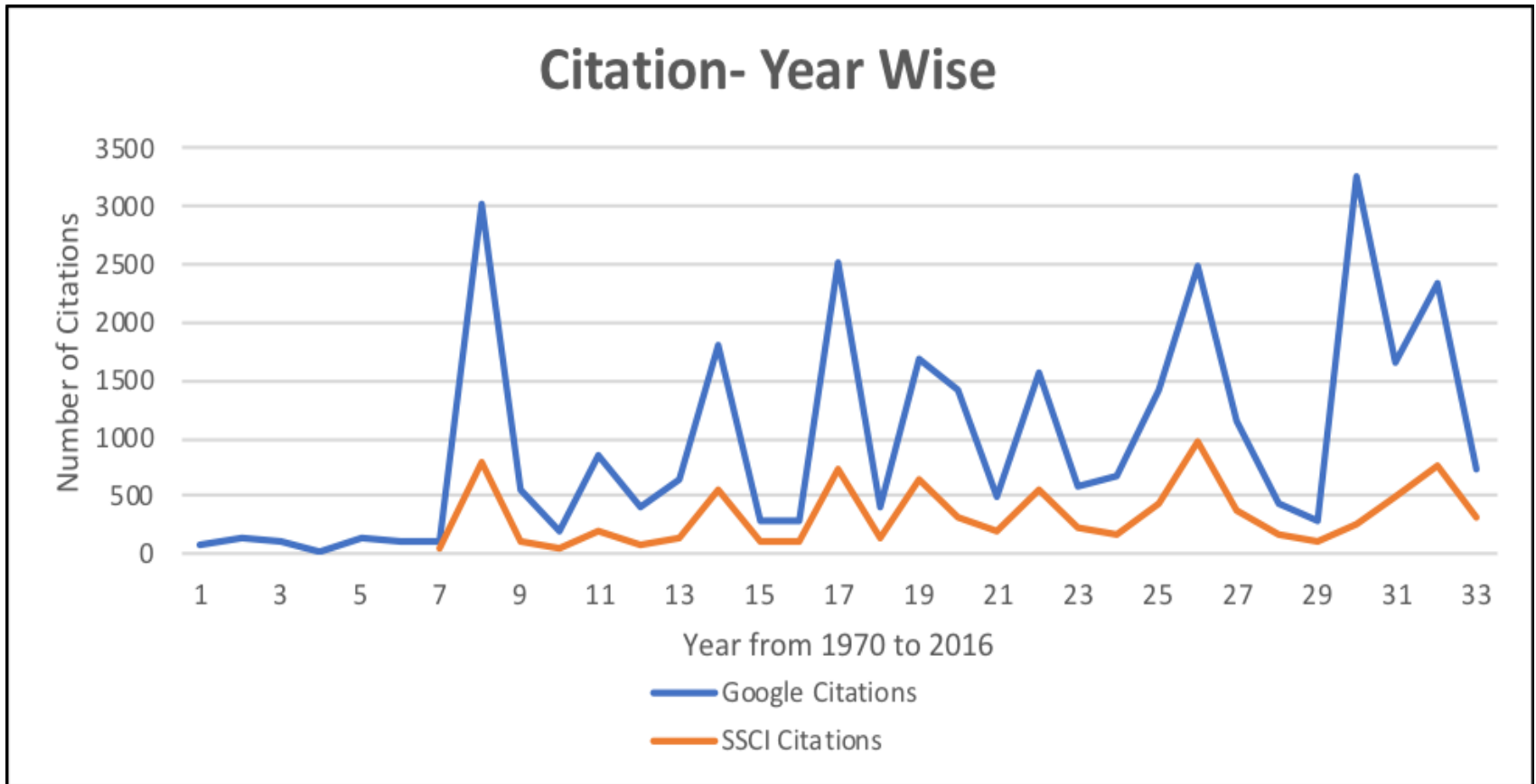
83% empirical papers used single method; **Surveys, Archival Data, Interviews** are significant

Analysis: Discussion



JIBS: Theme Wise Distribution		
Global Business Environment (GBE)	Increase	
Internationalization (INT)	Increase	
Entry Mode decisions (EMD)	Decrease	
International Joint Ventures (IJV)	Decrease	
Foreign Direct Investments (FDI)	Increase	
International Exchange (IEX)	Decrease	
Transfer of knowledge (TOK)	Decrease	
Strategic alliances and networks (SAN)	Increase	
Multinational enterprises (MNE)	Increase	
Subsidiary-headquarters relations (SHQ)	Decrease	
Subsidiary & multinational team mngmt. (SMTM)	Increase	
Expatriate Management. (EMN)	Decrease	
Research Methods (RMT)	Increase	
Entrepreneurship (ETP)	Increase	

Discussion: Most Cited Comparison



Discussion: Theme Wise Distribution

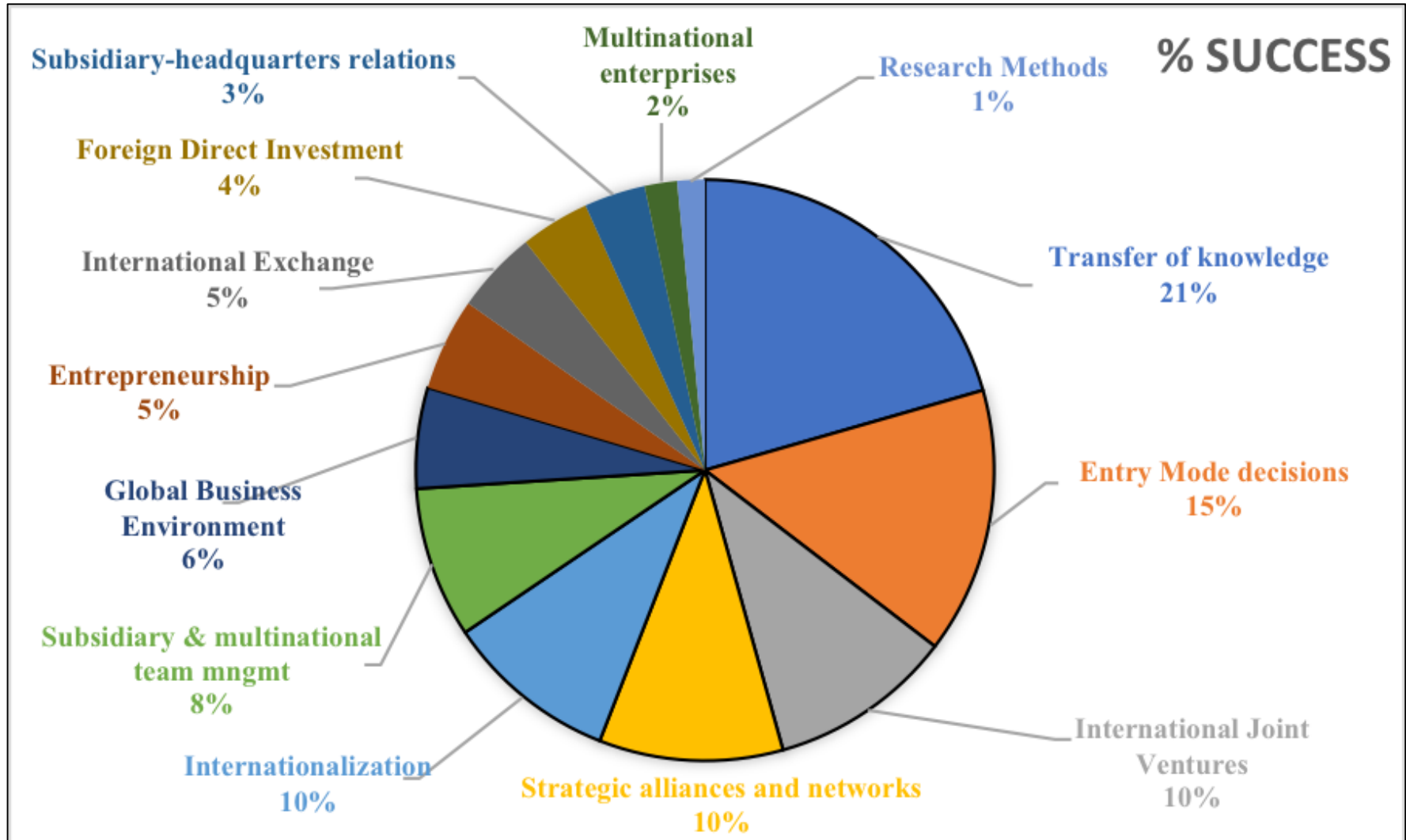
Entry Mode Decision (EMD) is the most published in JIBS

Expatriate Management (EMN) is the least published in JIBS and other management journals

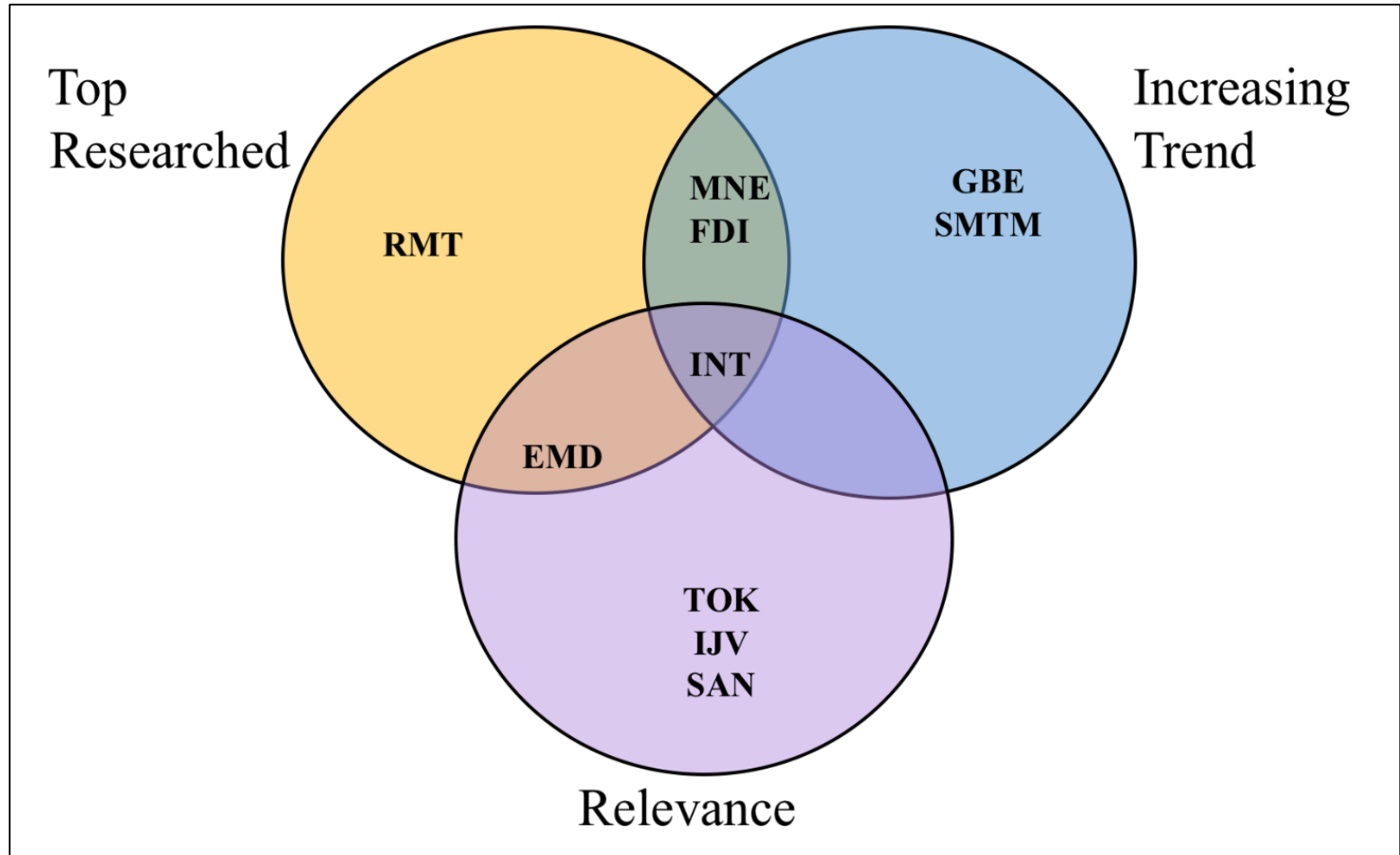
Multinational Enterprise (MNE) is the most published in other journal

Research Methods (RMT) Entrepreneurship (ETP) are emerging

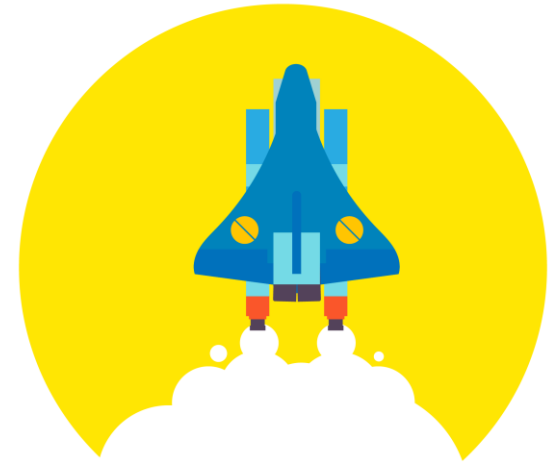
Discussion: Awards Won



Discussion: Framework



Analysis: Limitation & Future Discussions



Limitations

Analysis based on single source coding;
Multiple source coding to improve internal validity.

Only JIBS considered.
Could restrict the domain of articles.

Decade award considered for influential criteria.
May not be very objective.



Future Areas

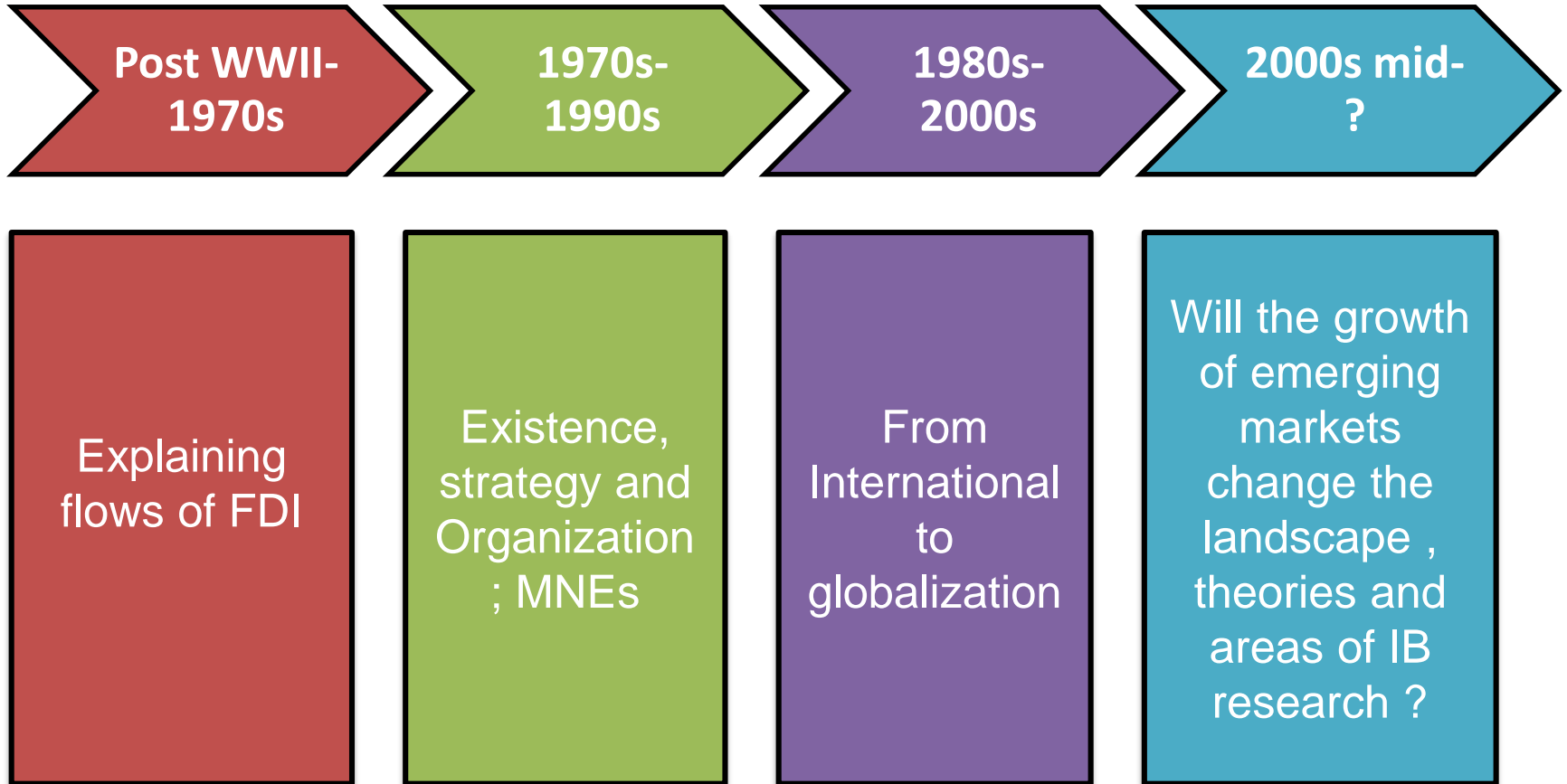
- Knowledge Transfer and management in MNEs.
- Internationalization- International New ventures
- Entry Mode Decisions- ownership issues
- Multinational Enterprises and their policies and strategies
- Global Business Environment- Growth of Emerging Markets
- Entrepreneurship- Role of cultures and Social Enterprises
- Theoretical propositions to explain IB phenomena.
- Research Methodology-
 - Multi disciplinary
 - Multi methods
 - Multi country- with focus on cultural changes

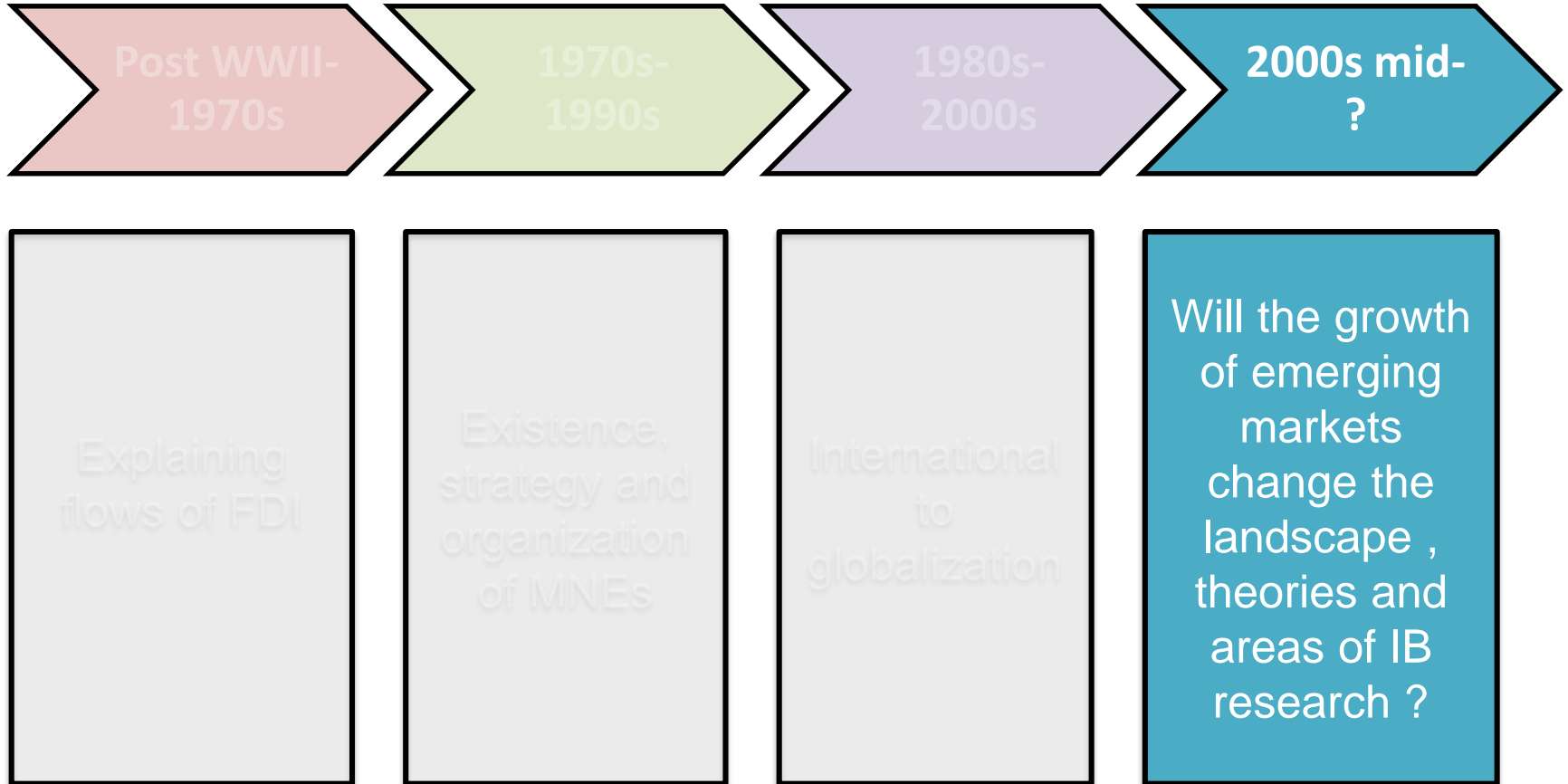
Future Research

- To further analysis using increased data sets- [consideration of top management journals](#) or just IB journals. (Example: Harvard Business Review)
- Multiple coding sources to be considered.

Big Question in International Business







Thank You.
Questions?