

This is an experience based presentation, in which we share findings from a research project on business organizations in two Asian emerging markets: China and Singapore, and three emerging markets in Eastern Europe: Bosnia, Croatia, and Serbia. It includes both business firms, and institutional partners, like chamber of commerce, and government agencies, including ministries, embassies and consulates.

Since publications on conducting field research in emerging markets are very fragmented, usually in scope narrowed to single countries, and because of their dynamism and changes in the environment soon getting outdated, our primary objective is to share fresh experience from a large international project on emerging market firms for which we employed qualitative field research methods, and to enhance establishing of networka of researchers conducting qualitative field work on emerging market organizations, which would enable exchange of knowledge and best practices for this challenging but fascinating job. *(For more information, please contact: Michal Lemanski, WU Vienna, Austria: [michal.lemanski@wu.ac.at](mailto:michal.lemanski@wu.ac.at))*

*Etic or Emic? Measuring Culture in International Business Research*  
Lung-Tan Lu, Fo Guang University

How to measure culture has been a fundamental challenge for scholars in the field of international business. Approaches, as well as contexts relating to culture, national culture, and dimensional culture, are their major concerns. It is suggested that etic categories may be useful for comparative analysis, but need corroboration from fieldwork and must be open to new elements collected by an emic approach. Moreover, international business research with cultural issues would benefit from combining the etic and emic approaches. *(For more information, please contact: Lung-Tan Lu, Fo Guang University, Taiwan: [ltlu@mail.fgu.edu.tw](mailto:ltlu@mail.fgu.edu.tw))*

*A Scientometric Investigation of Articles Published in the Journal of International Business Studies Revealing Empirically the Evolution of the Field*

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A leading scholar has expressed concerns that the IB research agenda could be 'running out of steam' (Buckley, 2002), prompting on-going introspection. We contribute to this debate by investigating the evolution of the IB field through a scientometric examination of the population of scholarly articles published in its premier journal, the Journal of International Business Studies (JIBS) from 1970 until 2008. We introduce a new form of analysis to the international business field, and a new analytical tool to the field of scientometry. We show an evolution from an initial and extended emphasis on macro-environmental issues to a more recent focus on micro-economic, firm-level ones. Throughout the period, the multinational enterprise (MNE) occupies center-stage at this interface. *(For more information, please contact: Peter W. Liesch, University of Queensland, Australia: [p.liesch@uq.edu.au](mailto:p.liesch@uq.edu.au))*

*A Cross-National versus Cross-Cultural Approach in International Business (IB) Research: An Empirical Investigation*

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Given the growing awareness of the conceptual and methodological limitations of using cross-national studies, the authors demonstrate the use of cross-cultural approach – i.e. culture as the unit of analysis and compare it with cross-national approach. The extent of convergence of cultural values across nations has been debated by IB researchers. Both approaches have merit in that they demonstrate the crossvergence effect which aims to strike a balance between cultural convergence due to globalization and cultural divergence that argues for cultural imperative and the stability of national culture. Using structural equation modeling, the authors