

## Prolific authors and institutions in leading international business journals

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**Abstract** The science and practice of international business is advanced through scholarly contribution to the leading international business journals. Increased competition among academic institutions has led to increased emphasis on publication in the leading international business journals. Yet, little is known as to the answers to questions such as: (1) Who are the most prolific authors in the leading international business journals? and (2) Which educational institutions appear poised to lead international business scholarship? To examine these questions, the study examines scholarly work in international business over the past eleven years in six leading international business journals (i.e., *Journal of International Business Studies*, *Management International Review*, *Journal of World Business*, *International Marketing Review*, *Journal of International Marketing*, and *International Business Review*). Addressing these two research questions provides us with a more complete understanding of the authors and institutions most likely to influence the field of international business.

**Keywords** International business scholarship · Prolific authors · Leading schools

As the international business discipline garners greater prominence in the academic community, it is now subject to the same quantification as other disciplines. Evidence of

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this includes institutional rankings based on research such as the University of Texas at Dallas School of Management rankings (<http://citm.utdallas.edu.utdrankings/>) or those provided by Trieschmann, Dennis, Northcraft, and Niemi (2000) allowing for the ranking of institutions based on research in international business journals. As these rankings are driven by publications by individual scholars within institutions, this increased emphasis on rankings necessitates an increased focus on the individuals publishing in the top international business journals. Furthermore, the publication records of individuals are heavily weighted when making promotion or tenure decisions. Academics decide what the realistic expectations are for an individual to be promoted to associate professor or full professor, yet little or no objective data have been offered to tell us whether or not these expectations are realistic. This lack of objective data ensures that as a field we are unable to discern what level of productivity is necessary to be deemed truly outstanding in comparison to one's peers.

This study serves as a useful extension of the previous studies that discussed the most prolific and cited authors in international business (Chan, Fung, & Lai, 2005; Kumar & Kundu, 2004; Meyer & Peng, 2005; Peng, 2001; Peng & Zhou, 2006; Pleggenhule, Aroul, Sun, & Su, 2007). In addition, this paper follows the Griffith, Cavusgil, and Xu (2008) study that attempts to understand the drivers of international business research agenda as well as emerging themes that are likely to set the stage for future work in the literature. This study is driven by two research questions. First, who are the most prolific authors in the leading international business journals? Second, which educational institutions appear poised to lead international business scholarship? To address these questions, we examined author productivity within the six leading international business journals (*Journal of International Business Studies*, *Management International Review*, *Journal of World Business*, *International Marketing Review*, *Journal of International Marketing*, and *International Business Review*) from 1996 to 2006. Further, given the nature of publication and the importance of current affiliation we examined institutional influence based upon authors' current affiliation.

## Methodology

### Leading international business journals

Dubois and Reeb (2000) identified six journals as the leading journals in the field of international business (*Journal of International Business Studies*, *Management International Review*, *Journal of World Business*, *International Marketing Review*, *Journal of International Marketing* and *International Business Review*). Clear distinctions exist among these journals in terms of the number of articles published, number of article citations, number of issues per volume, and so on. Table 1 provides an overview of these journals.

### Authorship analysis and institution identification

To address the two research questions posed in this study, the tables of contents of each of the six journals were used to develop a dataset. The objective was to focus

**Table 1** Overview of journals and articles (1996–2006).

	JIBS	MIR	JWB	JIM	IMR	IBR	Total
Total articles published	411	344	291	221	346	382	1,995
Citations <sup>a</sup>	4,873	881	1,104	933	745	62	8,598
Average number of citations per article	11.86	2.56	3.79	4.22	2.15	0.16	4.31
Number of published scholars	740	540	491	386	546	616	2,495
Single author	88	107	84	49	103	104	535
Two authors	182	155	117	94	144	169	861
Three authors	108	68	66	53	73	85	453
Four authors	21	13	18	18	17	22	109
Five or more authors	10	1	5	7	9	2	34
Total number of separate issues	53	66	44	44	61	64	332
Average number of articles per issue	7.75	5.21	6.59	5.02	5.67	5.88	6.02
Average number of authors per article	2.43	2.00	2.13	2.29	2.11	2.08	2.17

<sup>a</sup>Based on Social Science Citation Index (SSCI) as of January 3, 2007

on articles that addressed international business research through quantitative, qualitative or theory papers. While editorials, commentaries and replies make legitimate contributions to the field of international business, they are often not reviewed under the same competitive review process as regular articles and, therefore, were excluded. Similar to Inkpen and Beamish (1994), editorials (including letters to the editor), special issue guest editorials, comments and replies were excluded. In addition, decisions were made pertaining to unique types of articles published in each journal.<sup>1</sup>

While analyzing the remaining articles two aspects were coded. First, each article was coded to identify the authors, thus providing an author count (appearance). Second, following Inkpen and Beamish (1994), an “adjusted authorship count” score was tabulated. Adjusted authorship count addresses multiple-author contributions. For example, whereas an author receives a score of “1” for a single-authored work, in an article published with two authors, each author received a score of “0.5”; in an article with three authors, each author received a score of “0.333”; and so on. One unique article within the dataset was in *JIBS* 33.4 (2002). An article in this issue listed four authors and a “network of others.” In this case, authorship was coded as 5 authors with adjusted authorship being “0.20” per author. Results for each journal, as well as a cumulative total across the six leading international business journals, are reported. Following Inkpen and Beamish (1994), adjusted author count was used as the primary sort criterion (given the importance of author appearances in terms of prolific authorship, raw author counts are also provided).

<sup>1</sup> For example, *JIBS* Symposium introductions were treated as guest editorials and were excluded. *JIBS* Decade Award re-printed articles, as well as invited replies, were excluded. In *JIBS* 37.3 (2006), both the preface to the essay and the essay itself were excluded. We also excluded the conference report in *JIBS* 37.2 (2006). In *Management International Review*, the *Executives Forum* in issue 36.2 (1996) and *Comments* in 36.3 (1996) and 36.4 (1996) were excluded. In *International Marketing Review*, the *Internet Forum* comments (published in issues 18.4 (2001), 18.5 (2001), 18.6 (2001), 19.2/3 (2002) and 19.4/5 (2002)) were excluded. Invited Reflections on Czinkota and Ronkainen’s International Marketing Manifesto in *Journal of International Marketing* 11.1 (2003) were excluded. Commentaries in *International Business Review* were excluded.

To address the second research question, (i.e., what institutions are poised to drive the future direction of international business), information pertaining to an author's *current* institutional affiliation was obtained. In delineating institutional affiliation, one could examine the institution hosting an author at the time of article publication or, alternatively, the current institution hosting the author. As the purpose of this research is to not only identify those scholars driving the field of international business in the past, but also to identify those institutions likely to have the greatest influence in driving the future research agenda of international business, it was determined that the current institutional affiliation would be most appropriate for this study. Hence, the institutional affiliation of authors ranking in the top group of cumulative authorship (i.e., adjusted authorship scores of equal to or greater than 2.50) were identified using the Academy of International Business (AIB) membership directory (as the AIB membership directory is believed to provide the most up-to-date affiliations). Those individuals not appearing in the AIB membership directory were found through the Internet to identify their current institutional affiliation.

## Results

### Prolific authors in international business

The first research question asked who were the most prolific scholars in the leading international business journals. Tables 2, 3, 4, 5, 6 and 7 identify the most prolific authors in each of the six journals (based upon adjusted count greater than 1.00). Table 2 presents the results for the *Journal of International Business Studies*. Overall, 740 different authors appeared in *JIBS* over the 11-year time period (average 1.37 appearances, average 0.58 adjusted appearances). Of the 740 authors, 587 authors (79.3%) appeared only once, 100 authors (13.5%) appeared twice and 53 authors (7.2%) appeared three times or more.

Table 3 presents the results for the *Management International Review*. Overall, 541 different authors appeared in *MIR* over the 11-year time period (average 1.26 appearances, average 0.63 adjusted appearances). Of the 541 authors, 451 authors (83.3%) appeared only once, 60 authors (11.1%) appeared twice and 30 authors (5.6%) appeared three times or more.

Table 4 presents the results for the *Journal of World Business*. Overall, 491 different authors appeared in *JWB* over the 11-year time period (average 1.25 appearances, average 0.59 adjusted appearances). Of the 491 authors, 415 authors (84.5%) appeared only once, 46 authors (9.4%) appeared twice and 30 authors (6.1%) appeared three times or more.

Table 5 presents the results for the *International Marketing Review*. Overall, 552 different authors appeared in *IMR* over the 11-year time period (average 1.28 appearances, average 0.59 adjusted appearances). Of the 552 authors, 439 authors (79.5%) appeared only once, 82 authors (14.8%) appeared twice and 31 authors (5.6%) appeared three times or more.

Table 6 presents the results for the *Journal of International Marketing*. Overall, 387 different authors appeared in *JIM* over the 11-year time period (average 1.31

**Table 2** Most prolific authors in *Journal of International Business Studies* (1996–2006): by adjusted count.

Rank	Author	Count	Adjusted
1	Luo, Yadong	12	8.42
2	Buckley, Peter J.	9	4.83
3	Pan, Yigang	8	4.50
4	Brouthers, Lance Eliot	8	3.50
4	Tse, David	9	3.50
6	Shenkar, Oded	6	3.42
7	Dunning, John H.	3	3.00
7	Meyer, Klaus	4	3.00
7	Peng, Mike W.	5	3.00
10	Brouthers, Keith D.	5	2.67
10	Kwok, Chuck C.	6	2.67
12	Reeb, David M.	5	2.33
12	Verbeke, Alain	5	2.33
12	Kotabe, Masaaki	6	2.33
15	Au, Kevin	4	2.17
15	Birkinshaw, Julian	4	2.17
15	Makino, Shige	5	2.17
18	Casson, Mark	4	2.00
18	Ramamurti, Ravi	2	2.00
18	Rangan, Subramanian	2	2.00
18	Rugman, Alan M.	4	2.00
18	Simonin, Bernard L.	2	2.00
18	Spencer, Jennifer W.	2	2.00
18	Sullivan, Daniel P.	2	2.00
25	Lenartowicz, Tomasz	4	1.83
25	Mudambi, Ram	3	1.83
25	Newbury, William	3	1.83
25	Pantzalis, Christos	3	1.83
25	Reuer, Jeffrey J.	3	1.83
25	Aulakh, Preet S.	5	1.83
25	Werner, Steve	5	1.83
32	Husted, Bryan W.	3	1.75
33	Griffith, David A.	4	1.67
33	Erramilli, M. Krishna	3	1.67
35	Caves, Richard E.	2	1.50
35	Chen, Shih-Fen S.	2	1.50
35	Coviello, Nicole E.	2	1.50
35	Delios, Andrew	3	1.50
35	Dow, Douglas	2	1.50
35	Ellis, Paul	2	1.50
35	Feinberg, Susan E.	2	1.50
35	Grosse, Robert	2	1.50
35	Harvey, Michael G.	2	1.50
35	Henisz, Witold J	2	1.50
35	Hennart, Jean-Francois	3	1.50
35	Inkpen, Andrew C.	2	1.50
35	Money, R. Bruce	2	1.50
35	Myers, Matthew B.	2	1.50
35	Nachum, Lilach	2	1.50
35	Nigh, Douglas	3	1.50
35	Parkhe, Arvind	3	1.50
35	Safarian, A Edward	2	1.50
35	Uhlenbruck, Klaus	2	1.50
35	Van de Vliert, Evert	2	1.50

**Table 2** (continued)

Rank	Author	Count	Adjusted
35	Yan, Aimin	2	1.50
35	Cavusgil, S. Tamer	4	1.50
57	Chung, Wilbur	2	1.33
57	Globerman, Steven	3	1.33
57	Hagedoorn, John	3	1.33
57	Kundu, Sumit K.	3	1.33
57	Roth, Kendall	3	1.33
57	Scandura, Terri A.	3	1.33
57	Vaaler, Paul M.	3	1.33
64	Ralston, David A.	4	1.28
65	Balabanis, George	2	1.25
65	Diamantopoulos, Adamantios	4	1.25
67	Ghemawat, Pankaj	2	1.20
67	Hofstede, Geert	2	1.20
67	Khanna, Tarun	3	1.20
70	Lau, Chung-Ming	3	1.17
71	Lyles, Marjorie A.	3	1.08
72	Bjorkman, Ingmar	3	1.03
72	Park, Seung Ho	3	1.03

Listing only includes authors with an adjusted count greater than 1.0. Overall, 740 different authors appeared in *Journal of International Business Studies* over the 11-year time period (average 1.37 appearances, average 0.58 adjusted appearances). Of the 740 authors, 587 authors (79.3%) appeared only once, 100 authors (13.5%) appeared twice and 53 authors (7.2%) appeared three times or more.

appearances, average 0.57 adjusted appearances). Of the 387 authors, 318 authors (82.1%) appeared only once, 46 authors (11.9%) appeared twice and 23 authors (6.0%) appeared three times or more.

Table 7 presents the results for *International Business Review*. Overall, 616 different authors appeared in *IBR* over the 11-year time period (average 1.29 appearances, average 0.62 adjusted appearances). Of the 616 authors, 504 authors (81.8%) appeared only once, 77 authors (12.5%) appeared twice and 35 authors (5.7%) appeared three times or more.

Table 8 presents the cumulative results of authorship across the six international business journals and the affiliated institutions of the most prolific scholars (based upon adjusted count greater than or equal to 2.50). Overall, 2,495 different authors appeared in the six leading international business journals over the 11-year time period (average 1.73 appearances, average 0.80 adjusted appearances). Of the 2,495 authors, 1,755 (70.3%) appeared only once, 372 (14.9%) appeared twice, 368 (14.8%) appeared between three times or more. For the purposes of *APJM*, authors affiliated with Asia Pacific schools are shown in bold.

#### Leading educational institutions

The second research question asked which educational institutions appeared poised to lead international business scholarship. Table 9 provides the current institutional affiliations of the most prolific authors in the six leading international business

**Table 3** Most prolific authors in *Management International Review* (1996–2006): by adjusted count.

Rank	Author	Count	Adjusted
1	Luo, Yadong	6	4.50
2	Buckley, Peter J.	8	4.42
3	Merchant, Hemant	3	3.00
3	Tsang, Eric W. K.	3	3.00
5	Mudambi, Ram	5	2.25
5	Beamish, Paul W.	6	2.25
7	Casson, Mark	2	2.00
7	Enright, Michael J.	2	2.00
7	Nachum, Lilach	2	2.00
7	Rugman, Alan M.	4	2.00
7	Selmer, Jan	2	2.00
7	Witt, Peter	2	2.00
13	Birkinshaw, Julian	4	1.83
13	Dowling, Peter J.	3	1.83
13	Sambharya, Rakesh B.	4	1.83
16	Welch, Denise E.	3	1.67
16	Welch, Lawrence S.	4	1.67
18	Cavusgil, S. Tamer	3	1.50
18	Glaister, Keith W.	3	1.50
18	Grosse, Robert	2	1.50
18	Moore, Karl J.	2	1.50
18	Peng, Mike W.	2	1.50
18	Rhee, Jay Hyuk	2	1.50
18	Verbeke, Alain	3	1.50
25	Choi, Chong Ju	4	1.42
26	Abramson, Neil R.	3	1.33
26	Brewster, Chris	2	1.33
26	Cantwell, John	3	1.33
26	Delios, Andrew	3	1.33
26	Johanson, Jan	3	1.33
26	Katsikeas, Constantine S.	2	1.33
26	Leonidou, Leonidas C.	2	1.33
26	Li, Lei	2	1.33
26	Mahnke, Volker	3	1.33
26	Pak, Yong Suhk	3	1.33
26	Park, Young-Ryeol	3	1.33
26	Robertson, Christopher J.	2	1.33
26	Tallman, Stephen	2	1.33
26	Venzin, Markus	3	1.33
26	Wolf, Joachim	2	1.33
26	Zhao, Hongxin	3	1.33
42	Lin, Xiaohua	2	1.25
42	Qian, Gongming	2	1.25
42	Clegg, Jeremy	4	1.25
45	De Cieri, Helen	3	1.17
45	Pedersen, Torben	3	1.17
45	Petersen, Bent	3	1.17

Listing only includes authors with an adjusted count greater than 1.00. Overall, 541 different authors appeared in *Management International Review* over the 11-year time period (average 1.26 appearances, average 0.63 adjusted appearances). Of the 541 authors, 451 authors (83.3%) appeared only once, 60 authors (11.1%) appeared twice and 30 authors (5.6%) appeared three times or more.

**Table 4** Most prolific authors in *Journal of World Business* (1996–2006): by adjusted count.

Rank	Author	Count	Adjusted
1	Harvey, Michael G.	8	3.92
2	Luo, Yadong	3	3.00
3	Griffith, David A.	5	2.58
4	Czinkota, Michael R.	4	2.50
5	Janssens, Maddy	4	2.17
5	McCarthy, Daniel	5	2.17
5	Puffer, Sheila M.	5	2.17
8	Cavusgil, S. Tamer	4	2.08
9	Chang, Eunmi	2	2.00
9	Parkhe, Arvind	2	2.00
9	Vandermerwe, Sandra	2	2.00
12	Caligiuri, Paula M.	4	1.83
12	Money, R. Bruce	3	1.83
12	Buck, Trevor	4	1.83
15	Asakawa, Kazuhiro	3	1.50
15	Chen, Homin	2	1.50
15	Lehrer, Mark	3	1.50
15	Peterson, Richard B.	2	1.50
15	Punnett, Betty Jane	2	1.50
15	Ramamurti, Ravi	2	1.50
15	Luthans, Fred	4	1.50
15	Stroh, Linda K.	4	1.50
23	Beamish, Paul W.	3	1.33
23	Brewster, Chris	3	1.33
23	Kedia, Ben	3	1.33
23	Tung, Rosalie L.	2	1.33
23	Tuselmann, Heinz-josef	2	1.33
23	Lazarova, Mile	3	1.33
29	Novicevic, Milorad M.	3	1.25
30	Tihanyi, Laszlo	3	1.20
31	Law, Kenneth	3	1.08
31	Wong, Chi-Sum	3	1.08
33	Filatotchev, Igor	4	1.03

Listing only includes authors with an adjusted count greater than 1.00. Overall, 491 different authors appeared in *Journal of World Business* over the 11-year time period (average 1.25 appearances, average 0.59 adjusted appearances). Of the 491 authors, 415 authors (84.5%) appeared only once, 46 authors (9.4%) appeared twice and 30 authors (6.1%) appeared three times or more.

journals (115 authors who have adjusted appearances greater than or equal to 2.50). As indicated in Table 9, the institutions currently hosting the most prolific faculty are Michigan State University (66 author appearances), followed by Leeds University (50 appearances), Rutgers University (33 appearances), Temple University (29 appearances), and University of Reading (29 appearances).

Among Asia Pacific schools, Chinese University of Hong Kong hosts the most prolific faculty (26 appearances), followed by Melbourne Business School (24 appearances). Hong Kong Polytechnic University, National University of Singapore, and the University of Hong Kong are all ranked among the top 20. These Asia Pacific institutions play a critical role on advancement of international business research and deserve a special attention for future years.



**Table 5** Most prolific authors in *International Marketing Review* (1996–2006): by adjusted count.

Rank	Author	Count	Adjusted
1	Malhotra, Naresh K.	7	2.70
2	Sivakumar, K.	4	2.50
2	Samiee, Saeed	5	2.50
2	Diamantopoulos, Adamantios	4	2.20
5	Bennett, Roger	2	2.00
5	Holden, Nigel	2	2.00
5	Nakata, Cheryl	3	2.00
5	Yeoh, Poh-Lin	2	2.00
5	Ford, John B.	4	2.00
10	Clarke, Irvine III	3	1.83
10	Quinn, Barry	3	1.83
10	Griffith, David A.	5	1.83
13	Leonidou, Leonidas C.	3	1.75
14	Schlegelmilch, Bodo B.	4	1.67
14	Balabanis, George	3	1.67
14	Rawwas, Mohammed Y. A.	3	1.67
17	Javalgi, Rajshekhar	4	1.58
18	Albers-Miller, Nancy D.	2	1.50
18	Douglas, Susan P.	3	1.50
18	Jaffe, Eugene D.	2	1.50
18	Jeong, Insik	2	1.50
18	Katsikeas, Constantine S.	2	1.50
18	Murray, Janet Y.	2	1.50
18	Okoroafo, Sam C.	2	1.50
18	Paliwoda, Stanley J.	2	1.50
18	Shaw, Vivienne	2	1.50
18	Walters, Peter G. P.	2	1.50
18	Wright, Len Tiu	2	1.50
29	Singhapakdi, Anusorn	4	1.42
30	Agarwal, James	4	1.37
31	Calantone, Roger J.	3	1.33
31	Knight, Gary A.	3	1.33
31	Purchase, Sharon	2	1.33
31	Robson, Matthew J.	3	1.33
31	Shankarmahesh, Mahesh N.	2	1.33
31	Whitelock, Jeryl	3	1.33
31	Wood, Van R.	3	1.33
38	McNaughton, Rod B.	2	1.30
39	Souchon, Anne L.	3	1.20
40	Peterson, Mark	3	1.17
40	White, D. Steven	3	1.17
40	Zou, Shaoming	3	1.17
43	Singh, Nitish	3	1.08
43	Taylor, Charles R.	3	1.08
45	Axinn, Catherine	3	1.03

Listing only includes authors with an adjusted count greater than 1.00. Overall, 552 different authors appeared in *International Marketing Review* over the 11-year time period (average 1.28 appearances, average 0.59 adjusted appearances). Of the 552 authors, 439 authors (79.5%) appeared only once, 82 authors (14.8%) appeared twice and 31 authors (5.6%) appeared three times or more.

Geographic distribution of most prolific authors and institutions is presented in Table 10. An examination of Table 10 indicates that Asia Pacific institutions are in fact one of the major players of advancement of international business research already.

**Table 6** Most prolific authors in *Journal of International Marketing* (1996–2006): by adjusted count.

Rank	Author	Count	Adjusted
1	Cavusgil, S. Tamer	10	4.44
2	Solberg, Carl Arthur	4	3.33
3	Craig, C. Samuel	7	3.00
4	Shoham, Aviv	4	2.75
4	Griffith, David A.	8	2.75
6	Douglas, Susan P.	6	2.67
7	Czinkota, Michael R.	3	2.50
8	Dow, Douglas	2	2.00
8	Hsieh, Ming-Huei	2	2.00
10	Zou, Shaoming	5	1.87
11	Murray, Janet Y.	3	1.83
11	Stottinger, Barbara	3	1.83
11	Styles, Chris	3	1.83
14	Katsikeas, Constantine S.	5	1.75
15	Calantone, Roger J.	4	1.58
16	Eckhardt, Giana	2	1.50
16	Jones, Marian V.	2	1.50
16	Ozsomer, Aysegul	3	1.50
19	Harvey, Michael G.	3	1.33
20	Wilkinson, Ian F.	3	1.17
20	Yaprak, Attila	3	1.17
22	Myers, Matthew B.	3	1.08
22	Taylor, Charles R.	3	1.08
24	Vida, Irena	3	1.03

Listing only includes authors with an adjusted count greater than 1.00. Overall, 387 different authors appeared in *Journal of International Marketing* over the 11-year time period (average 1.31 appearances, average 0.57 adjusted appearances). Of the 387 authors, 318 authors (82.1%) appeared only once, 46 authors (11.9%) appeared twice and 23 authors (6.0%) appeared three times or more.

## Discussion

### Most prolific authors

With regard to the first research question, the results in Table 8 identify those authors who have been the most frequent contributors to international business research over the 11-year period. These 114 authors represent the top 4.57% of all authors publishing in the leading six international business journals over this time period. The magnitude of contribution of these leading authors (all achieving a 2.50 adjusted appearance or greater) can best be viewed in comparison to the average adjusted appearance of 0.80. Further of note, given that these journals have different audiences and objectives, Table 8 can be viewed as recognizing those scholars who publish across a broad spectrum of international business journals. In addition, given the differences across the journals, it is important to consider individual author contributions by journal. Tables 2, 3, 4, 5, 6 and 7 also provide unique insights of author contribution to specific journals and fields and as such provide a more detailed view of individual contributions in light of journal differences.

**Table 7** Most prolific authors in *International Business Review* (1996–2006): by adjusted count.

Author	Count	Adjusted
1	Buckley, Peter J.	4.67
2	Dunning, John H.	4.00
3	Tang, Gordon Y.N.	3.50
4	Vachani, Sushil	3.00
4	Forsgren, Mats	3.00
6	Glaister, Keith W.	2.83
7	Chetty, Sylvie	2.50
7	Cavusgil, S. Tamer	2.50
9	Brock, David M.	2.33
9	Fletcher, Richard	2.33
11	Ellis, Paul	2.00
11	Eriksson, Kent	2.00
11	Madhok, Anoop	2.00
11	Mudambi, Ram	2.00
11	Riahi-Belkaoui, Ahmed	2.00
11	Taggart, James H.	2.00
11	Tsang, Eric W. K.	2.00
18	Welch, Lawrence S.	1.92
19	Fey, Carl F.	1.83
19	Jain, Subhash C.	1.83
19	Papanastassiou, Marina	1.83
19	Pearce, Robert	1.83
23	Andersson, Ulf	1.67
24	Brouthers, Lance Eliot	1.58
25	Ang, Swee Hoon	1.50
25	Budhwar, Pawan S.	1.50
25	Clegg, Jeremy	1.50
25	Hadjikhani, Amjad	1.50
25	Harris, Simon	1.50
25	Harzing, Anne-Wil	1.50
25	Leonidou, Leonidas C.	1.50
25	McNaughton, Rod B.	1.50
25	Pla-Barber, Jose	1.50
25	Shum, Wai Cheong	1.50
25	Teegen, Hildy	1.50
25	Ulgado, Francis M.	1.50
25	Pedersen, Torben	1.50
38	Welch, Denice E.	1.42
39	Manrai, Ajay K.	1.41
39	Manrai, Lalita A.	1.41
41	Ebrahimi, Bahman P.	1.33
41	Lau, Chung-Ming	1.33
41	Mayrhofer, Ulrike	1.33
41	Selmer, Jan	1.33
45	Qian, Gongming	1.25
45	Strange, Roger	1.25
45	Welch, Catherine	1.25
48	Cheng, Louis T. W.	1.17
48	Newbury, William	1.17
50	Birkinshaw, Julian	1.08
50	Brouthers, Keith D.	1.08

Listing only includes authors with an adjusted count greater than 1.00. Overall, 616 different authors appeared in *International Business Review* over the 11-year time period (average 1.29 appearances, average 0.62 adjusted appearances). Of the 616 authors, 504 authors (81.8%) appeared only once, 77 authors (12.5%) appeared twice and 35 authors (5.7%) appeared three times or more.

**Table 8** Most prolific authors in the six leading international business journals (1996–2006): by adjusted count.

Rank	Author	Adjusted Count	Current institution
1	Luo, Yadong	16.75	23 University of Miami, USA
2	Buckley, Peter J.	15.25	27 Leeds University, UK
3	Cavusgil, S. Tamer	12.03	29 Michigan State University, USA
4	Griffith, David A.	9.17	23 Michigan State University, USA
5	Dunning, John H.	8.00	9 University of Reading/Rutgers University, UK
6	Harvey, Michael G.	7.75	15 University of Mississippi, USA
7	Katsikeas, Constantine S.	6.92	15 Leeds University, UK
8	Tsang, Eric W. K.	6.67	8 University of Texas at Dallas, USA
9	Pan, Yigang	6.33	13 York University, Canada
10	Leonidou, Leonidas C.	6.25	11 University of Cyprus, Cyprus
11	Brothers, Lance Eliot	6.08	13 University of Texas at El Paso, USA
11	Mudambi, Ram	6.08	11 Temple University, USA
13	Rugman, Alan M.	5.83	11 Indiana University, USA
14	Czinkota, Michael R.	5.50	8 Georgetown University, USA
<b>14</b>	<b>Ellis, Paul</b>	5.50	<b>7 Hong Kong Polytechnic University, Hong Kong</b>
16	Meyer, Klaus	5.33	8 University of Reading, UK
17	Douglas, Susan P.	5.17	11 New York University, USA
17	Kotabe, Masaaki	5.17	13 Temple University, USA
17	Peng, Mike W.	5.17	9 University of Texas at Dallas, USA
20	Beamish, Paul W.	5.08	12 University of Western Ontario, Canada
20	Birkinshaw, Julian	5.08	11 London Business School, UK
22	Casson, Mark	5.00	7 University of Reading, UK
22	Craig, C. Samuel	5.00	11 New York University, USA
24	Diamantopoulos, Adamantios	4.59	11 Universität Wien, Austria
<b>25</b>	<b>Tse, David</b>	4.58	<b>12 The University of Hong Kong, Hong Kong</b>
26	Knight, Gary A.	4.50	9 Florida State University, USA
26	Murray, Janet Y.	4.50	8 University of Missouri – St. Louis, USA
28	Shenkar, Oded	4.42	8 The Ohio State University, USA
<b>28</b>	<b>Welch, Lawrence S.</b>	4.42	<b>11 Melbourne Business School, Australia</b>
30	Glaister, Keith W.	4.33	9 University of Sheffield, UK
30	Newbury, William	4.33	9 Rutgers University, USA
30	Samiee, Saeed	4.33	9 University of Tulsa, USA
30	Selmer, Jan	4.33	5 Aarhus School of Business, Denmark
30	Solberg, Carl Arthur	4.33	6 Norwegian School of Management, Norway
35	Brothers, Keith D.	4.25	9 King's College London, UK
36	Verbeke, Alain	4.17	9 University of Calgary, Canada
<b>37</b>	<b>Harzing, Anne-Wil</b>	4.00	<b>5 University of Melbourne, Australia</b>
37	Merchant, Hemant	4.00	4 Simon Fraser University, Canada
37	Nachum, Lilach	4.00	5 Baruch College – CUNY, USA
37	Taggart, James H.	4.00	4 University of Glasgow, UK
<b>41</b>	<b>Welch, Denise E.</b>	3.92	<b>9 Melbourne Business School, Australia</b>
42	Fey, Carl F.	3.87	8 Stockholm School of Economics, Sweden
42	Pedersen, Torben	3.87	10 Copenhagen Business School, Denmark
<b>44</b>	<b>Delios, Andrew</b>	3.83	<b>8 National University of Singapore, Singapore</b>
44	Stottinger, Barbara	3.83	7 Wirtschaftsuniversität Wien, Austria
46	Shoham, Aviv	3.75	7 University of Haifa, Israel
47	Buck, Trevor	3.66	9 Loughborough University, UK
48	Myers, Matthew B.	3.58	6 University of Tennessee, USA
<b>49</b>	<b>Ang, Swee Hoon</b>	3.50	<b>4 National University of Singapore, Singapore</b>
<b>49</b>	<b>Dow, Douglas</b>	3.50	<b>4 Melbourne Business School, Australia</b>
49	Forsgren, Mats	3.50	7 Uppsala University, Sweden
49	Grosse, Robert	3.50	5 Thunderbird, USA
49	Parkhe, Arvind	3.50	5 Temple University, USA

**Table 8** (continued)

Rank	Author	Adjusted	Count	Current institution
49	Ramamurti, Ravi	3.50	4	Northeastern University, USA
49	Sivakumar, K.	3.50	6	Lehigh University, USA
<b>49</b>	<b>Tang, Gordon Y.N.</b>	3.50	5	<b>Hong Kong Baptist University, Hong Kong</b>
57	Balabanis, George	3.42	6	City University, London, UK
57	Clegg, Jeremy	3.42	8	Leeds University, UK
59	Malhotra, Naresh K.	3.37	9	Georgia Institute of Technology, USA
59	Zou, Shaoming	3.37	9	University of Missouri at Columbia, USA
<b>61</b>	<b>Chetty, Sylvie</b>	3.33	7	<b>Massey University, New Zealand</b>
<b>61</b>	<b>Coviello, Nicole E.</b>	3.33	6	<b>University of Auckland, New Zealand</b>
61	Lenartowicz, Tomasz	3.33	7	Florida Atlantic University, USA
<b>61</b>	<b>Makino, Shige</b>	3.33	8	<b>Chinese University of Hong Kong, Hong Kong</b>
61	Money, R. Bruce	3.33	5	Brigham Young University, USA
61	Schlegelmilch, Bodo B.	3.33	8	Wirtschaftsuniversität Wien, Austria
61	Vachani, Sushil	3.33	4	Boston University, USA
61	Zhao, Hongxin	3.33	8	Saint Louis University, USA
69	McNaughton, Rod B.	3.30	5	University of Waterloo, Canada
70	Eriksson, Kent	3.25	8	KTH—The Royal Institute of Technology, Sweden
70	Lin, Xiaohua	3.25	6	University of Windsor, Canada
72	Brewster, Chris	3.17	6	Henley Management College, UK
72	Madhok, Anoop	3.17	5	University of Utah, USA
72	Puffer, Sheila M.	3.17	6	Northeastern University, USA
75	Johanson, Jan	3.08	8	Uppsala University, Sweden
<b>75</b>	<b>Qian, Gongming</b>	3.08	6	<b>Chinese University of Hong Kong, Hong Kong</b>
77	Johnson, James P.	3.03	8	Rollins College, USA
77	Ulgado, Francis M.	3.03	5	Georgia Tech, USA
79	Andersen, Poul Houman	3.00	4	Aarhus School of Business, Denmark
79	Hadjikhani, Amjad	3.00	4	Uppsala University, Sweden
79	Meschi, Pierre-Xavier	3.00	4	Université de la Méditerranée, France
79	Pla-Barber, Jose	3.00	4	University of Valencia, Spain
<b>79</b>	<b>Walters, Peter G. P.</b>	3.00	5	<b>Hong Kong Polytechnic University, Hong Kong</b>
79	Yeoh, Poh-Lin	3.00	3	Bentley College, USA
85	Calantone, Roger J.	2.92	7	Michigan State University, USA
85	Ford, John B.	2.92	7	Old Dominion University, USA
87	Bjorkman, Ingmar	2.87	7	Swedish School of Economics, Sweden
88	Brock, David M.	2.83	5	Ben-Gurion University, Israel
88	Budhwar, Pawan S.	2.83	5	Aston Business School, UK
88	Caligiuri, Paula M.	2.83	5	Rutgers University, USA
88	Jain, Subhash C.	2.83	4	University of Connecticut, USA
<b>88</b>	<b>Lau, Chung-Ming</b>	2.83	7	<b>Chinese University of Hong Kong, Hong Kong</b>
88	Mascarenhas, Briance	2.83	4	Rutgers University, USA
88	Pearce, Robert	2.83	5	University of Reading, UK
88	Reuer, Jeffrey J.	2.83	4	University of North Carolina, USA
88	Roth, Kendall	2.83	6	University of South Carolina, USA
88	Sambharya, Rakesh B.	2.83	6	Rutgers University – Camden, USA
88	Styles, Chris	2.83	5	University of Sydney, Australia
99	Husted, Bryan W.	2.75	4	Instituto De Empresa, Spain
99	Nakata, Cheryl	2.75	5	University of Illinois – Chicago, USA
<b>101</b>	<b>Au, Kevin</b>	2.67	5	<b>Chinese University of Hong Kong, Hong Kong</b>
101	Contractor, Farok	2.67	6	Rutgers University, USA
101	Inkpen, Andrew C.	2.67	5	Thunderbird, USA
101	Kundu, Sumit K.	2.67	6	Florida International University, USA
101	Kwok, Chuck C.	2.67	6	University of South Carolina, USA
106	Teegen, Hildy	2.58	6	George Washington University, USA
107	Andersen, Otto	2.50	4	Agder University College, Norway
107	Andersson, Ulf	2.50	6	Uppsala University, Sweden

**Table 8** (continued)

Rank	Author	Adjusted	Count	Current institution
107	Aulakh, Preet S.	2.50	7	York University, Canada
107	Cho, Kang Rae	2.50	5	University of Colorado at Denver, USA
107	Hult, G. Tomas M.	2.50	7	Michigan State University, USA
107	Nigh, Douglas <sup>a</sup>	2.50	5	University of South Carolina, USA
107	Petersen, Bent	2.50	6	Copenhagen Business School, Denmark
107	Sullivan, Daniel P.	2.50	3	University of Delaware, USA

Adjusted count equal to or greater than 2.50. For *APJM* purposes, **bold typeface** is used to identify authors affiliated with Asia Pacific schools. The remaining 2,381 authors had an adjusted appearance score of between 0.01 and 2.48.

<sup>a</sup> Deceased

### Leading institutions

In terms of leading institutions, we believe that it is important to look both at the output of authors at each institution and the number of prolific authors (authors who have adjusted appearances equal to or greater than 2.50). An examination of Table 9 shows that institutions hosting the most prolific authors (based upon number of appearances) in terms of output are Michigan State University, Leeds University, Rutgers University, Temple University, and the University of Reading. Furthermore, an examination of Table 9 in terms of the number of scholars currently hosted at the aforementioned institutions implies a specific focus of these institutions on international business. Given the number of prolific authors at these institutions, it can be argued that these institutions may hold considerable influence on the direction of international business research. If such distinctive leadership has resulted from a deliberate or programmatic effort, these institutions should receive special credit for facilitating advancement of international business knowledge.

An examination of Table 9 also indicates that Asia Pacific institutions hosting the most prolific authors ranked high on the list, having two institutions in the top 10 and five institutions in the top 20. This finding suggests that Asia Pacific institutions' importance in driving the international business research agenda is quite considerable. Given the fact that few institutions maintain IB departments (Griffith et al., 2008), Asia Pacific institutions' success in the ranking may imply a specific focus on international business research.

While the current state of author affiliation and author productivity provide some insights into which institutions and individuals may influence future scholarly work in international business, it is important to note two caveats. First, past productivity is no indication of future productivity and, therefore, it is unclear whether those listed as prolific authors today will continue to contribute to the field at the same rate. It is not unusual to see productivity fall off when researchers leave academia to join industry or pursue an administrative career. Second, mobility in academia appears to be increasing and therefore it is often difficult for institutions to retain top scholars from being recruited by other institutions wishing to develop (or re-establish) a leadership position. As such, increased author mobility places increased

**Table 9** Institutions currently hosting the most prolific authors in the leading international business journals (1996–2006).

Rank	Institution	Prolific authors	Count
1	Michigan State University, USA	4	66
2	Leeds University, UK	3	50
3	Rutgers University <sup>a</sup> , USA	5	33
4	Temple University, USA	3	29
4	University of Reading <sup>a</sup> , UK	4	29
<b>6</b>	<b>Chinese University of Hong Kong, HK</b>	4	26
7	Uppsala University, Sweden	4	25
<b>8</b>	<b>Melbourne Business School, Australia</b>	3	24
9	University of Miami, USA	1	23
10	New York University, USA	2	22
11	York University, Canada	2	20
12	University of Texas at Dallas, USA	2	17
13	Copenhagen Business School, Denmark	2	16
14	University of Mississippi, USA	1	15
14	Wirtschaftsuniversität Wien, Austria	2	15
16	University of Texas at El Paso, USA	1	13
<b>17</b>	<b>Hong Kong Polytechnic University, HK</b>	2	12
<b>17</b>	<b>National University of Singapore, Singapore</b>	2	12
17	Old Dominion University, USA	2	12
<b>17</b>	<b>The University of Hong Kong, HK</b>	1	12
17	University of South Carolina, USA	2	12
17	University of Western Ontario, Canada	1	12
23	Indiana University, USA	1	11
23	London Business School, UK	1	11
23	Universität Wien, Austria	1	11
23	University of Cyprus, Cyprus	1	11
27	Northeastern University, USA	2	10
27	Thunderbird, USA	2	10
29	Aarhus School of Business, Denmark	2	9
29	Florida State University, USA	1	9
29	Georgia Institute of Technology, USA	1	9
29	King's College London, UK	1	9
29	Loughborough University, UK	1	9
29	University of Calgary, Canada	1	9
29	University of Missouri at Columbia, USA	1	9
29	University of Sheffield, UK	1	9
29	University of Tulsa, USA	1	9
38	Georgetown University, USA	1	8
38	KTH-The Royal Institute of Technology, Sweden	1	8
38	Rollins College, USA	1	8
38	Saint Louis University, USA	1	8
38	Stockholm School of Economics, Sweden	1	8
38	The Ohio State University, USA	1	8
38	University of Missouri – St. Louis, USA	1	8
45	Florida Atlantic University, USA	1	7
<b>45</b>	<b>Massey University, New Zealand</b>	1	7
45	Swedish School of Economics, Sweden	1	7
45	University of Haifa, Israel	1	7
49	City University, London, UK	1	6
49	Florida International University, USA	1	6
49	George Washington University, USA	1	6
49	Henley Management College, UK	1	6
49	Lehigh University, USA	1	6
49	Norwegian School of Management, Norway	1	6
49	Rutgers University – Camden, USA	1	6
<b>49</b>	<b>University of Auckland, New Zealand</b>	1	6

**Table 9** (continued)

Rank	Institution	Prolific authors	Count
49	University of Tennessee, USA	1	6
49	University of Windsor, Canada	1	6
59	Aston Business School, UK	1	5
59	Baruch College – CUNY, USA	1	5
59	Ben-Gurion University, Israel	1	5
59	Brigham Young University, USA	1	5
59	Georgia Tech, USA	1	5
<b>59</b>	<b>Hong Kong Baptist University, HK</b>	1	5
59	University of Colorado at Denver, USA	1	5
59	University of Illinois – Chicago, USA	1	5
<b>59</b>	<b>University of Melbourne, Australia</b>	1	5
<b>59</b>	<b>University of Sydney, Australia</b>	1	5
59	University of Utah, USA	1	5
59	University of Waterloo, Canada	1	5
71	Agder University College, Norway	1	4
71	Bentley College, USA	1	4
71	Boston University, USA	1	4
71	Instituto de Empresa, Spain	1	4
71	Simon Frasier University, Canada	1	4
71	Université de la Méditerranée, France	1	4
71	University of Connecticut, USA	1	4
71	University of Glasgow, UK	1	4
71	University of North Carolina, USA	1	4
71	University of Valencia, Spain	1	4
81	University of Delaware, USA	1	3

For APJM purposes, **bold typeface** is used to identify Asia Pacific schools

<sup>a</sup> John Dunning holds dual appointments (both schools were credited with affiliation and appearances)

**Table 10** Geographic distribution of institutions currently hosting the most prolific authors in the six leading international business journals (1996–2006).

Rank	Country	Number of institutions	Prolific authors	Count
1	United States	38	26	431
2	United Kingdom	10	15	138
3	Canada	6	7	56
4	Hong Kong	4	8	55
5	Sweden	4	7	48
6	Australia	3	5	34
7	Austria	2	3	26
8	Denmark	2	4	25
9	New Zealand	2	2	13
10	Israel	2	2	12
11	Singapore	1	2	12
12	Cyprus	1	1	11
13	Norway	2	2	10
14	Spain	2	2	8
15	France	1	1	4
Subtotal:				
Region	North America	44	33	487
	Europe	24	35	270
	Asia	10	17	114



emphasis on identifying the specific individual scholars who contribute to the field as opposed to the institutions they represent.

### Limitations and follow-up studies

Although the present study provides important insights into the state of scholarship in international business, it is nevertheless key to recognize some limitations to this work. First, although every effort was made to present an objective assessment of authorship or research articles, subjective decisions were made with respect to the inclusion or exclusion of certain types of articles. For example, editorials and guest editorials were not included in the analysis due to their lack of peer review. While the exclusion of editorials follows prior practice (e.g., Inkpen & Beamish, 1994), a number of cross-journal inconsistencies required decisions to be made on various aspects of all journals. The exclusion of certain types of articles should not be inferred as a judgment related to quality of the articles or contribution to the field, but rather a decision related to consistency in review processes for the articles examined.

Second, to determine authorship productivity, the leading international business journals were weighted equally. The utilization of equal journal weighting presents problems due to differences in acceptance rates, journal focus, and so on. Thus, interpretation of the rankings of individual authors should be viewed in detail (Tables 2, 3, 4, 5, 6 and 7) to determine specific contributions within each area. This becomes more important in such areas as international accounting and international finance that, by most measures, are underrepresented in the leading six international business journals. Furthermore, this suggests that accounting and finance scholars may find greater receptivity to their efforts in their mainstream functional journals.

Third, a particular 11-year time period (1996–2006) was selected and selecting another time period may change the findings. The productivity of any single author varies based upon their individual research career cycles, editorial roles which may make them ineligible for publishing in certain journals, and so on. Clearly, another time period could identify a different set of author productivity and institutions.

A plethora of additional limitations can be raised. Research productivity is a very sensitive issue, one that the present authors have taken seriously and have attempted to handle with appropriate diligence and care. However, errors and omissions may be present. For example, as author names were used, any name changes (whether full name change, first or last name change, inclusion or deletion of middle names, etc.) may have resulted in inconsistencies. To minimize any errors or omissions, multiple individuals were consulted to check the data. In addition, not focusing on citations is a limitation. Peng and Zhou (2006) show that the list of most prolific authors does not strongly correlate with the list of most cited authors. Griffith et al. (2008) and Pleggenkuhle et al. (2007) have interesting discussions on citations. Another limitation is that our global approach, focusing on all areas in IB, has prevented us from taking a more detailed look at research focusing on specific geographic regions, such as China (Quer, Claver, & Rienda, 2007) and Central and Eastern Europe (Meyer & Peng, 2005).

## Conclusion

The present study provides a contemporary snapshot of the leading authors and institutions in international business. The findings support the view that the field of international business has now reached prominence in academic circles; an increasing number of business schools now claim leadership in this field and stress it in competitive positioning. The prolific nature of scholarship in the field of international business (e.g., 2,495 different authors publishing in the leading six journals from 1996 to 2006 with articles being cited 8,598 times), combined with the institutional analysis of Kumar and Kundu (2004) and the editorial review board membership study of Chan et al. (2005), indicate that the discipline of international business has arrived in force. The results of the institutional analysis suggest that the academic recognition of the field of international business is worldwide. Thus, it appears that international business has so far produced a critical mass of scholars with diverse institutional perspectives to address the burning questions of the field in years to come.

Finally, the findings have important implications for business education. International business has not only become a prominent discipline among academics worldwide, but a recognized area of expertise among executives as well. As scholarship in the discipline is a key driver of institutional reputation (along with curriculum), institutions wishing to gain prominence in this area could do so by assembling a critical mass of prolific international business scholars. Certain institutions have already made progress in this direction. Interestingly, as even those institutions that rank among the most prominent in terms of international business research productivity and the number of scholars hosted, no institution currently hosts more than five of the 115 most prolific authors. As such, opportunities exist for other institutions seeking prominence in the area by assembling a critical mass of active researchers. By doing so, an institution may not only be able to enhance its overall reputation, but also create an opportunity for its faculty to have an impact on the development of international business as a scholarly discipline.

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