

**Palgrave Macmillan and  
JOURNAL OF  
INTERNATIONAL  
BUSINESS STUDIES**

**Decade Awards 1970 - 1985**

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**Commemorative Volume**

PALGRAVE MACMILLAN AND

# JIBS

## JOURNAL OF INTERNATIONAL BUSINESS STUDIES

DECADE AWARDS 1970-1985  
COMMEMORATIVE VOLUME

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David Bull

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# Journal of International Business Studies

Decade Awards 1970–1985: Commemorative Volume

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## INTRODUCTION

# The JIBS Decade Award: A brief history

Lorraine Eden

*Editor-in-Chief*

This book is a commemorative volume prepared by the Academy of International Business (AIB) and Palgrave Macmillan to honor the 1970–1985 winners of the JIBS Decade Award. The book is printed in a limited edition given to the award winners at the annual AIB Meeting in San Diego on June 29, 2009.

The *Journal of International Business Studies (JIBS)* was first published in 1970. Volume 1, edited by Edward W. Ogram Jr., consisted of two issues, 13 articles and 186 pages, with a print run of 300 copies. The Editor was supported by a ten-member *JIBS* Editorial Board.

By 1994, *JIBS* was 25 years old and had come of age. Under the direction of Editor Paul W. Beamish, the journal published 23 articles and five notes in four issues, totaling 434 pages, with a print run of 4,145 copies. The Editorial Board had also grown from 10 to 45 members. *JIBS* celebrated its 25th anniversary with “An analysis of twenty-five years of research in the *Journal of International Business Studies*”, written by Andrew C. Inkpen and Paul Beamish and published in *JIBS* 25.4.

The following year, the new AIB Executive Board for 1995–1996 was elected, consisting of Donald R. Lessard (President), Jean J. Boddewyn (Immediate Past President), John M. Stopford (Vice President – 1995 Program), José de la Torre (Vice President – 1996 Program), Chuck C.Y. Kwok (Vice President – Administration) and James R. Wills Jr. (Executive Secretary).

José de la Torre was AIB program chair for the Annual Meeting in Banff, Canada, September 26–29, 1996. He suggested to the AIB Executive Board about six months before the conference that *JIBS* give an award for the most influential paper published in the journal 10 years prior. *JIBS* Editor Paul Beamish agreed this was a good idea, and the Board approved it. The first JIBS Decade Award was presented to Erin Anderson and Hubert Gatignon for their 1986 article, “Modes of foreign entry: A transaction cost analysis and propositions” (*JIBS* 17.3), on September 28, 1996. Discussants at the panel were Jean-François Hennart and Louis T. Wells Jr. After the conference, José de la Torre proposed that AIB make the JIBS Decade Award permanent and, with the support of the *JIBS* Editor, the Executive Board approved the proposal. As Professor de la Torre recalled in an email message to me on March 27, 2009:

The reasoning for the award was that 10 years provided sufficient time for someone's work to have made an impact on the field. Other societies, e.g. SMS, give an award for a “past” paper that has had a significant impact, but I felt that this approach did not allow for a level playing field since papers from 20 years back, for instance, had a stronger position vs. those from 3–4 years back



in terms of gathering support and being cited, etc. A 10-year time period was both sufficient for impact to be determined, and a standard by which contributions from a certain period could be set against one another. Thus, I suggested the format of a Decades Award where all the papers published in a particular *JIBS* volume of 10 years prior to that year's meeting would compete against each other for this honor. We started with 1986 because the first award was given at the Banff meeting of 1996, for which I was the program chair. We decided not to go back any further at that time because we could not figure out a mechanism to do it within the context of a Decade Award, and left it for future boards to decide if and when to recognize earlier papers.

Thus began the history of the *JIBS* Decade Award. The process for selecting the award has changed slightly over the years. Under the current process, the Selection Committee consists of a Chair appointed by the *JIBS* Editor-in-Chief, the current AIB Program Chair, and the previous AIB Program Chair, with the *JIBS* Editor-in-Chief as an ex officio non-voting member. In order to be considered for the award, an article must have been one of the five most cited articles published in the journal ten years earlier. After reading and discussing these top five nominees, the committee selects the winning article, and a special session is held at the AIB Annual Meeting to honor the winning author or authors. The *JIBS* Decade Award has become an integral part of the Annual Meeting and is now sponsored by Palgrave Macmillan, the journal's publisher.

Because the *JIBS* Decade Award was not instituted until 1996, none of the most influential *JIBS* articles from the first 16 volumes (1970–1985) received this recognition. This task was left for a “future board”. This year, 2009, is the 40th anniversary of the journal, and as part of our activities celebrating this *JIBS* anniversary, with the approval of the current AIB Executive Board, my Editors and I started a “Back to 1970” project designed to extend the *JIBS* Decade Awards back to the first year of the journal.

The process for selecting these new *JIBS* Decade Awards followed closely the current regular selection process. The Selection Committee was established as a subcommittee of the *JIBS* Editors, consisting of Rosalie Tung (chair), Lee Radebaugh,

and Alain Verbeke, with Lorraine Eden as an ex officio, non-voting committee member. The Selection Committee examined total citations, total number of journals citing the paper, and total number of leading journals (excluding *JIBS*) citing the paper to determine the top five most cited articles published in *JIBS* in each year. The citation statistics from the date of each paper's publication through early 2009 were gathered by Deanna Johnston, *JIBS* Editorial Assistant. After reading and discussing the top nominees, the committee selected the winning article for each volume. The recommendations of the Selection Committee were then shared with and voted on by all the *JIBS* Editors, and the final decisions were the unanimous choices of the *JIBS* Editors. A special session will be held at the June 27–30, 2009, Annual Meeting in San Diego to honor the winning authors.

This volume contains the new *JIBS* Decade Award winning articles for 1970–1985. We hope that you will treasure this book and see it as a worthy award celebrating the impact that these authors and their articles have had on the field of international business studies. The articles will also be freely available for download, on a permanent basis, from the *JIBS* website.

On behalf of the Selection Committee and the *JIBS* and AIB communities, I congratulate the authors of the *JIBS* Decade Award winning articles for 1970–1985. I would also like to thank José de la Torre, Paul Beamish, the 1995–1996 AIB Board and AIB headquarters for their assistance in preparing this history of the *JIBS* Decade Award. This book was made possible by the commitment and hard work of the *JIBS* Editors, David Bull and his team at Palgrave Macmillan, Anne Hoekman, Deanna Johnston and the current AIB Executive. Many hands make light work, and I want to thank everyone who participated in this “Back to 1970” project celebrating the 40th anniversary of the *Journal of International Business Studies*.

Lorraine Eden  
*JIBS* Editor-in-Chief  
April 2009