

## **Editorial: The rapid rise**

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Less than five years ago the *European Journal of International Management (EJIM)* was just a thought in the minds of our executive editor Vlad Vaiman and some members of the current editorial review board. As conceptualised at that time, and continues through until now, the editorial mission of the Journal was/is crafted to read: ‘*The main objective of EJIM is to establish an outlet for scholars interested in a variety of topics in international management in Europe. EJIM’s publications are aimed not only at the academic community preoccupied with purely conceptual research, but also at other academics actively involved in transferring theoretical wisdom into actionable knowledge.*’ Today, the *EJIM* is well on its way to being a well-established, highly-referenced and very relevant journal for scholars around the world, a reflection of John Dunning’s support of *EJIM* from the very beginning, and his continued support through his seminal article, ‘A new zeitgeist for international business activity and scholarship’ in 2007.

As the third year of publication is almost completed, the results are very satisfying indeed: 54 articles were published across 11 issues (the first two issues were combined into a single publication), multiple book reviews appeared, the journal was included in the ISI’s *Web of Knowledge Database*, and manuscripts have been accepted for several forthcoming issues! The papers published have included articles that are conceptual, theoretical and empirical, on topics pertaining to all the main subjects of the field of international business and management but with a European focus, including: foreign

direct investment, IJVs, international exchange, transfer of knowledge, strategic alliances and networks, subsidiary-HQ relations, subsidiary and multinational team management and expatriate management (Warner, 2002; Dunning, 2007; Pisani, 2008).

Inherent since the establishment of the *EJIM* is the desire to continually evaluate the terrain that the journal has covered and to ask whether or not to continue in the same vein or to alter course in any way. Just as the world in general and Europe in particular have changed over the past five years, it may be worth asking whether it is not time for the journal to also change by building upon the firm foundation that has been established, the increasing importance of the IB/IM field [as reflected in by the increased number of journals devoted to the field and the number of international business and management articles published in the top management journals (Werner, 2002; Pisani, 2008)], and the directions recommended by John Dunning in his 'New Zeitgeist...' article in 2007. As suggested in the review articles by Werner and Pisani and the seminal article by Dunning, the possibilities going forward are numerous, including: (a) continuing to encourage and publish European-focused articles on the main topics of the field IB/IM listed above; (b) encouraging more manuscripts that recognise and involve unpredictability, volatility and uncertainty associated with many future events relevant to IB/IM, such as those related to the still-unfolding global financial and economic crises that might incorporate issues/topics such as the new world economic order, the strategic positioning of MNEs, and global competitiveness that can have both firm and country focus; (c) incorporating more significant stakeholder institutions, such as the World Bank or the United Nations, that can have an impact on notable issues such as poverty alleviation and human rights and have clear public policy implications; (d) broadening the inclusion of aspects of the human environment that recognise less rationality on the part of the decision makers; and (e) expanding beyond the functional and causal explanatory research paradigms and theories of traditional IB/IM research to include paradigms and theories more appropriate to the social sciences that might be more experimental and less empirical (Dunning, 2008, p.294). Another possibility for the *EJIM* could even involve forming an alliance with an established association that is without its own publication to create a new alliance that represents the combined interests of the association and the *EJIM*. Thus the possibilities are numerous, some unique to the *EJIM* and some that impact the entire field of IB/IM. In all cases, however, the contribution that *EJIM* can make going forward is significant indeed, and also exciting and impactful.

## References

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