
Editorial

Vishwanath V. Baba

McMaster University,
Canada
Email: editorinchief.ijcm@gmail.com

I am very pleased to present the first issue of *IJCM* as the new Editor-in-Chief. I took the reins of *IJCM* last January, in the middle of a pandemic – the likes of which we have never seen within our lifetime. Unfortunately, taking over a relatively young journal during the height of a global pandemic was not without consequences. With the world in a continued state of flux, academics were no longer doing research or were conducting research at a much-reduced capacity, and procuring data sets was more difficult. As a result, very few manuscripts were being produced and submitted for publication, and fewer were accepted. This severely impacted our ability to publish a full volume of issues for this year.

That said, I know that this is a minor inconvenience compared to the significant and lasting impact the pandemic has had on the entire world. The devastation that COVID-19 has caused globally is well documented elsewhere, and much of this world would like to forget the whole thing once it is over and start anew. I say no... not so soon. A pandemic is a global phenomenon that has elicited mostly national responses. There are several research questions right there. It is true that the pandemic has affected diverse populations in various ways and has been managed differently, resulting in a wide range of outcomes. More research questions!

While we all do our share to outlive and outsmart the virus cognitively and behaviourally, it offers an incredible learning opportunity – not merely to epidemiologists and virologists but also to the entire world of scholarship. The pandemic poses a wicked problem – neither its parameters nor its solutions are well understood. In the meantime, it is spreading like wildfire and wreaking havoc in its wake. While the damage it has done and continues to do is catastrophic, it has also opened up possibilities for research on a global scale – broadly and deeply. The pandemic being global and its management being local readily opens the gates for comparison. Much learning will occur from those comparisons, and the world will be better prepared for the next one. Such is the power of comparison to which I now turn.

Organisations are entities, and to study them properly, we have organisation theory. Management is the phenomenon that ensures that the organisations are successful, and we depend on management theory to study it. Comparison is the process that scrutinises the connections between the entity and the phenomenon to extract knowledge about the entity and the phenomenon itself. This adds unique value and the *raison d'être* for *IJCM*. As Editor-in-Chief, I am interested in shining a light on the process of comparison. *IJCM* is an international journal and seeks to document the comparison on a global platform.

I also want *IJCM* to broaden our understanding of management. A comparative optic on management will reveal new insights that occupy the internecine space between the objects of comparison. This will be the journal's unique value proposition and its

comparative advantage. It offers space for scholars to explore the meaning of comparison theoretically, to enrich the empirical space for comparative data, and finally, to enlarge the platform of comparators. This cannot be done in our office. We need to receive manuscripts that address significant issues and document comparative intelligence on a broad range of management phenomenon from around the globe. And, to paraphrase Larry Cummings, the former editor of the *Academy of Management Journal*, I cannot publish anything better than what I get. The point is, I need your research; I need your best research! That is how *IJCM* will acquire the stature it deserves and serve the community as the go-to outlet for comparative management research.

To that end, we are also introducing a unique feature – interviewing opinion-makers and thought leaders in the international comparative management domain. In this issue, we have published an interview with renowned scholar Professor Gordon Redding. In the interview, he provides commentary on the developments in comparative management and offers a quarter-century retrospect of his seminal paper, *Comparative Management Theory: Jungle, Zoo or Fossil Bed*, published in 1994.

In addition to the interview, we offer four empirical manuscripts dealing with various topics relevant to management in different parts of the world. Two papers provide a comparison of international investment and trade. The first discusses the emerging trends and patterns of Indian investments in the service sector around the globe, while the second probes the comparative advantages of machinery and equipment export between the USA and China. A third paper compares the predictors of happiness between Latin America and the rest of the world and discusses the implications for business. The final article looks at the phenomenon of anthropomorphism from a cross-cultural perspective and offers comparative insights on consumer attitudes between the U.S and Kuwait. While these are independent manuscripts, they serve the collective purpose of the journal by internationalising their samples, broadening their focus on management, and engaging in comparisons.

Both Victoria Miecznikowski, our managing editor, and I are committing to offer the best-curated articles for you to read; in return, we hope that you will commit to sending us your best comparative management manuscripts!