

Background Note

Influential papers on ‘Strategy Research in Emerging Economies’

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March 2012

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As part of the preparation of our review paper on ‘strategy research in emerging economies’ in the tradition of Wright, Filatotchev, Hoskisson & Peng (2005), I have conducted a citation analysis of papers in the field of Strategy Research in Emerging Economies. This background research has informed our review paper, though details of the citation analysis are not included in the paper itself. This background note provides the full citation analysis, updated on March 2, 2012, and a few observations of my own on these data.

This citation analysis covers all published scholarly papers in the field of business strategy, broadly defined. In addition to top journals in the field, I have also included papers from a range of other journals acknowledging that the most innovative ideas often come from outside the mainstream. I made every effort to collect a complete set of papers, but it is possible – though unlikely – that one or the other paper has escaped my search.

Table 1 lists the most cited papers in the period 1999 to 2004, the time when the review by Hoskisson, Eden, Lau & Wright (2000) shaped the emergence of the field. Table 2, lists the most cited papers since 2005, led by Wright et al., (2005) which received almost twice as many cites than the second most cited paper in this more recent time period.¹ These citations are based on the Web of Science database.

¹ Note that the time periods used in the citation analysis is different than the time periods we distinguished in the paper itself.

A few observations arise from this two-period citation analysis:

Authors:

- The author with most contributions within these most cited papers is Mike Peng, who made thirteen appearances, five for papers published in 2000 to 2004, and eight for papers from 2005 onwards. His early contributions explore a number of different theoretical angles, such as learning and relational perspectives. Most of these contributions relate to the development of his institutions-based view of strategy that he has applied to a variety of strategy settings, and recently positioned as one of three 'pillars' of strategy analysis, complementing resources-based and industry-based analysis.
- Other authors with multiple contributions are Klaus Meyer 6, Yadong Luo 5, followed by Gary Bruton, John Child, Tarun Khanna and Marjorie Lyles with three appearances each. Two appearances made by David Ahlstrom, Peter Buckley, Jeremy Clegg, Lorraine Eden, Mike Hitt, Bob Hoskisson, Chun-Ming Lau, Krishna Palepu, Kevin Steemsma, Denis Wang, Mike Wright and Daphne Yiu.

Themes:

- In the earlier time period domestic firms in EE were the dominant theme with 17 of 25 papers, followed by MNE into EE with 9 papers.
- MNE from EE account for none of the highly cited papers from the earlier period, but have emerged as a new theme accounting for 6 of 20 papers in the second period, only slight behind paper focused on domestic firms (7), and ahead of those focused on MNEs into EE (5) This surge of interest in MNEs from EE was correctly anticipated by Wright et al., (2005) and continues to attract a steady stream of contemporary research.

Geographic Contexts:

- A large share of the most influential papers is accounted for by review or theory papers that refer to emerging economies as a whole rather than investigating specific countries.
- Studies on China dominate the empirical literature, accounting for 10 papers in the first period, and 8 papers in the second period.

- An exception from the focus on general our China-focused studies is the work by Marjorie Lyles and her various co-authors on Hungary, which made three entries in the first period (Dhanaraj, et al., 2004; Lane et al., 2001, Steensma & Lyles, 2000). They did repeat surveys of JVs in Hungary at three points in time, which gave them a unique dataset to analyse aspects of organizational learning in joint ventures (Meyer, 2007).
- The only single country study in the top-20 in the second time period that is not focused on China is Meyer and Nguyen's (2005) study of sub-national institutions in Vietnam.

Theories:

- In both time periods, institutional perspectives contribute the largest number of papers on the top-cited lists, though often in combination with other theories. Some authors using institutional perspectives are clearly positioned in an economic tradition (e.g. Buckley et al., 2007, Khanna & Rivkin, 2001; Meyer, 2001), while others are positioned in the tradition of the institutional theory in organizational theory, which is grounded in sociology (e.g. Hitt et al. 2004; Steemswa & Lyles, 2000). However, the dominant trend in the literature is to blend the two lines of theories despite their distinct origins and internal logics.
- Another pattern in the use of theories is the increased diversity of theories in use in the second period. Of the new perspectives we identified in our paper (Xu & Meyer, 2013), a few authors made high impact contributions using the learning perspectives. However, relational and real options research has not yet generated influential contributions.

Journals:

- The journals publishing most influential papers on emerging economy strategy research in the first period was *Journal of International Business Studies* (JIBS, 8 papers), followed by *Strategic Management Journal* (SMJ, 6 papers) and *Academy of Management Journal* (AMJ, 6 papers). Influential contributions in AMJ are mainly papers published in the special issue by Hoskisson and collaborators in 2000.
- In the second period, *Journal of Management Studies* (JMS, 6 papers) and JIBS (7 papers) have taken over the lead, whereas, remarkably, the AMJ has not published

any influential work in this area of research. It seems that Hoskisson et al.'s (2000) special issue failed to break the institutionalized ethnocentrism of that journal's editorial processes.

- It is quite remarkable that five of the most influential works on emerging economies have been published by journals that operate outside the traditional 'mainstream', but focus specifically on emerging economies in Asia (*Asia Pacific Journal of Management*, APJM) or specifically China (*Management Organization Review*, MOR). Especially on the emergent theme of multinationals (MNE) from emerging economies (EE), these journals published some of the most remarkable early studies with Mathews (2006) and Child and Rodrigues (2005). These journals also have been leading the debates on the importance of contextualization of emerging economy research (Meyer, 2006; Tsui, 2006)

As a concluding remark, these citation data show interesting patterns in terms of what type of research is picked up by fellow scholars. They thus provide an interesting guide to young scholars as to which papers they may want to add to their reading list.

However, one should keep in mind that, especially for the second time period, the time since publications has been quite short. In the short-term, papers that are in line with on-going research elsewhere, and provide further legitimacy to such work, are likely to achieve higher citation scores. Contributions that successfully challenge established ways of thinking tend to take a bit longer to be recognized as such. Moreover, while citations provide an important form of recognition, they are not necessarily reflecting the rigour of the original work.

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Table 1: Twenty-five most cited papers published in 1999 to 2004

	Authors, Journal, Year	Cites*	Geographic Focus	Theoretical Focus
1	Hoskisson, Eden, Lau & Wright AMJ 2000	442	All types of firms (General)	Review
2	Peng AMR 2003	328	Domestic & foreign firms (General)	Institutional
3	Peng & Luo AMJ 2000	291	Domestic firms (China)	Relational
4	Lane, Salk & Lyles SMJ 2001	288	MNE into EE (Hungary)	Learning
5	Hitt, Dacin, Levitas, Arregle & Borza AMJ 2000	251	Domestic firms (Mexico Poland, Romania)	Resource-based, Learning
6	Park & Luo SMJ 2001	221	Domestic firms (China)	Relational
7	Khanna & Rivkin SMJ 2001	221 190	Domestic firms (multiple)	Institutional (Econ)
8	Khanna & Palepu AMJ 2000	188	Domestic firms (Chile)	Institutional (Econ)
9	Luo & Peng JIBS 1999	117	MNE into EE (China)	Learning
10	Li & Atuahene-Gima AMJ 2001	154	Domestic firms (China)	Resource Dependence
11	Newman AMR 2000	145	Domestic firms (General)	Institutional (OT), Learning
12	Delios & Henisz AMJ 2000	133	MNE into EE (multiple)	Resource-based, Institutional (Econ)
13	Meyer JIBS 2001	128	MNE into EE (CEE)	Institutional (Econ)
14	Boisot & Child, MOR 1999	124	Domestic firms (China)	Complexity Theory
15	Dhanaraj, Steensma, Lyles & Tihanyi JIBS 2004	111	MNE into EE (Hungary)	Learning, Relational
16	London & Hart JIBS 2004	109	Domestic firms (General)	Unspecified
17	Luo SMJ 2002	108	MNE into EE (China)	Unspecified
18	Hitt, Ahlstrom, Dacin, Levitas & Svobodina OS 2004	104	MNE into EE (China, Russia)	Institutional (OT)
19	Brouthers & Brouthers JIBS 2001	103	MNE into EE (CEE)	Institutional
20	Steensma & Lyles SMJ 2000	103	MNE into EE (Hungary)	Learning, Institutional (OT)
21	Meyer JIBS 2004	99	Domestic & foreign firms (General)	Spillovers
22	Buckley, Clegg & Wang JIBS 2002	96	Domestic firms (China)	Spillovers
23	Tan & Peng SMJ 2003	94	Domestic firms (China)	Agency, Institutional (OT)
24	Peng SMJ 2004	92	Domestic firms (China)	Agency, Institutional
25	Pan & Tse JIBS 2000	89	MNE into EE (multiple)	Unspecified

Table 2: Most cited papers published since 2005

	Authors, Journal, Year	Cites*	Geographic Focus	Theoretical Focus
1	Wright, Filatotchev, Hoskisson & Peng JMS 2005	222	All types of firms (General)	Review
2	Peng, Wang & Jiang JIBS 2008	126	Multiple (General)	Institutional
3	Mathews APJM 2006	123	MNE into EE (General)	Learning
4	Luo & Tung JIBS 2007	113	MNE from EE (General)	Resource-based
5	Buckley, Clegg, Cross, Voss & Zheng JIBS 2007	112	MNE from EE (China)	Institutional (Econ)
6	Child & Rodrigues MOR 2005	110	MNE from EE (China)	Unspecified
7	Meyer & Peng JIBS 2005	106	All types of firms (CEE)	Review
8	Young, Peng, Ahlstrom, Bruton & Jiang JMS 2008	90	Domestic Firms (General)	Agency (Governance)
9	Doh JMS 2005	74	MNE into EE (General)	Review
10	Tan & Tan 2005 SMJ	69	Domestic firms (China)	Co-evolution
11	Meyer, Estrin, Bhaumik & Peng SMJ 2009	68	MNE into EE (multiple)	Institutional (Econ) & resource-based
12	Meyer APJM 2006	66	All types of firms (General)	Review
13	Peng, Lee & Wang AMR 2005	63	Domestic firms (General)	Institutional
14	Tsui MOR 2006	60	All types of firms (China)	Review
15	Rodriguez, Uhlenbruck & Eden AMR 2005	60	MNE into EE (General)	Institutional
16	Yiu, Lau & Bruton JIBS 2007	59	MNE from EE (China)	Learning, institutional (Econ)
17	Yiu, Bruton & Lu JMS 2005	58	Domestic firms in EE (China)	Resource-based, institutional
18	Zhou, Wu & Luo JIBS 2007	57	MNE from EE (China)	Relational
19	Child & Tsai JMS 2005	55	Domestic & foreign firms (China, Taiwan)	Institutional
20	Meyer & Nguyen JMS 2005	54	MNE into EE (Vietnam)	Institutional (Econ)
21	Wei & Liu JIBS 2006	53	Domestic and foreign firms (China)	Spillovers
22	Burgess & Steenkamp IJRM 2006	52	All types of firms (general)	Unspecific
23	Yamakawa, Peng, Deeds ETP 2008	51	MNE from EE (General)	Resource-based, institutional, IO
24	Khanna & Palepu HBR 2005	51	Domestic firms in EE (General)	Institutional (Econ)
25	Peng & Zhou APJM 2005	50	Domestic firms in EE (General)	Relational, Institutional

Note: * Citations based on Web of knowledge database (Thomson Reuters), retrieved March 2, 2012. Imprecise or in press citations are included if they appear in a search of the name of the first author and year.