

JIBS and JIBP – Complementarities and contrasts



AIB 2017 Annual Meeting in Dubai

Session 2.3.4 – July 4, 2017 13:00-14:15

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Agenda

- An introduction to JIBP (Sarianna Lundan, JIBP Editor-in-Chief)
- Complementarities and contrasts with JIBS (Alain Verbeke, JIBS Editor-in-Chief)

- ‘Testimonials’ from two prominent members of the policy community:

Bernard Hoekman is Professor and Director, Global Economics at the Robert Schuman Centre for Advanced Studies, European University Institute in Florence, Italy. Prior positions include Director of the International Trade Department and Research Manager in the Development Research Group of the World Bank.

Simon Evenett is Professor of International Trade and Economic Development at the University of St. Gallen, Switzerland, and Co-Director of the CEPR Programme in International Trade and Regional Economics. He served twice as a World Bank official, was a non-resident Senior Fellow of the Brookings Institution in Washington, and has served on several high level commissions on trade and globalization.

- Q&A from the audience

JIBP: Policy-oriented and relevant

- JIBP will publish articles on (1) current public policy subjects and (2) impactful conceptual or empirical studies that have public policy implications.
- Articles should be scholarly, practice-oriented, and well-documented, and they should meet generally accepted standards for conceptual and analytical rigor appropriate for a premier academic journal.
- JIBP welcomes topical articles, but such contributions should be clearly distinct from journalism.
- It is the aim of JIBP to disseminate the published results in various forms, including summaries, policy briefs or teaching tools that are provided as additional digital material associated with articles, or disseminated through other (open) platforms.
- JIBP will be published quarterly, with the first (double) issue appearing in **June 2018**.

What is IB policy?

International business promotion	Foreign business attraction	Industrial policy	Social and development policy	Transnational governance
Policies to promote and facilitate the integration of local firms and workers into the global economy through exports and outward FDI.	Policies to attract/screen inward FDI, policies on immigration and openness to imports.	Policies to encourage the development and growth of sectors of the local economy with a focus on how such policies interact with trade and investment.	Policies to protect and promote marginalized stakeholders with a focus on how such policies interact with trade and investment.	Bilateral, plurilateral and multilateral agreements to regulate complex global problems and interdependencies that have an impact on IB.

More information at www.jibp.net

Journal of International Business Policy PDW

Pre-conference event at the EIBA conference in Milan

Date: December 14, 2017

Deadline: September 1, 2017

More information at:

<http://www.eiba2017.polimi.it/>



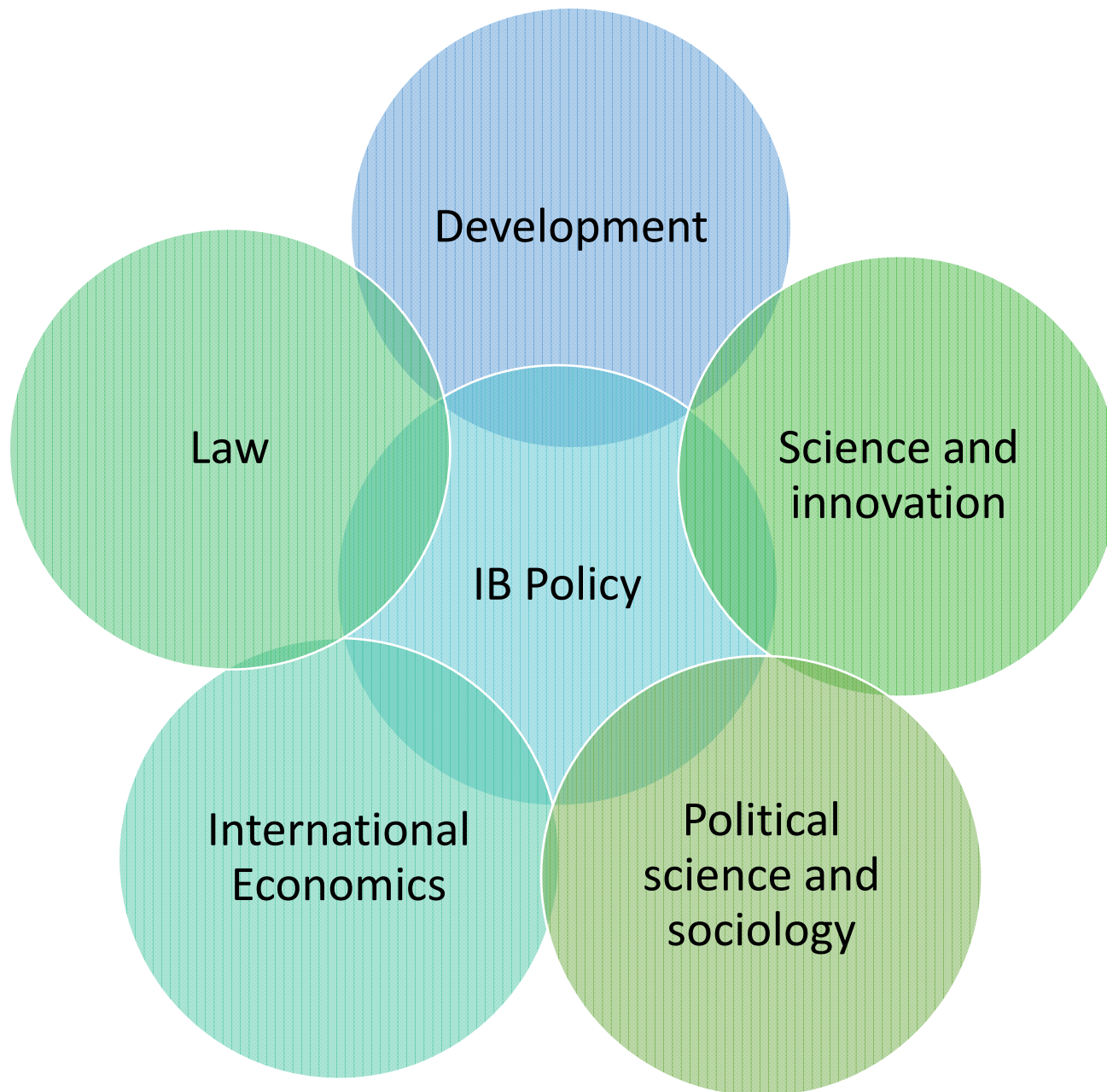
JIBP core contributor groups

1. ***IB scholars with an interest in public policy issues.***

This work is basically of two kinds: Entirely new work that is only being produced because a suitable outlet for it now exists, or existing work that has previously been directed to other business and management outlets (including JIBS).

2. ***Scholars or practitioners in adjacent social science disciplines*** who might contribute new submissions, particularly if working together with IB scholars.

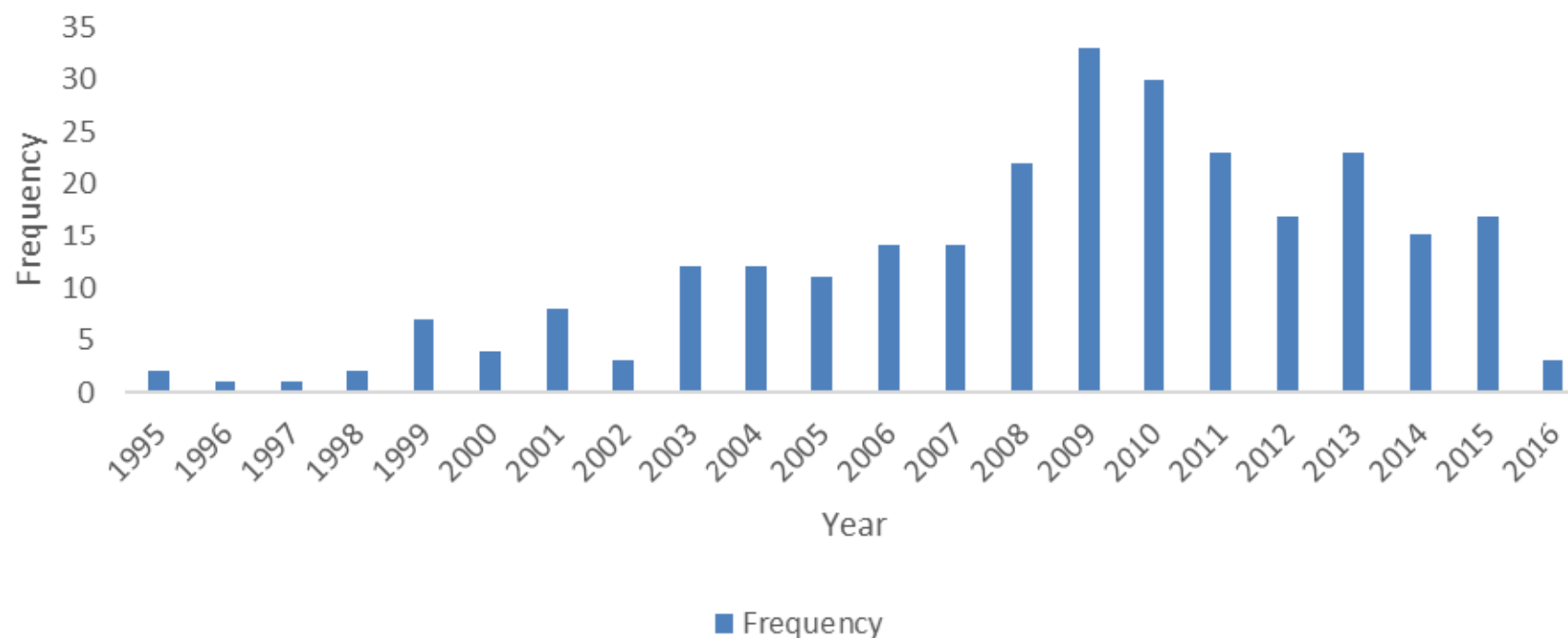
3. ***Junior IB scholars*** who become engaged with JIBP through developmental reviews, paper development workshops and mini-conferences, and contribute new scholarship to the area.



Market analysis

1. Using the ABS Academic Journal Guide 2015 (International Business and Area Studies) we focused on the journals ranked with 3* or higher, which resulted in a group of **10 core IB journals**. We then used a list of keywords to identify policy-related papers published over the past 20 years. This resulted in a set of **274 relevant publications**.
2. We also employed a much broader list that resulted in **79 journals from 8 related fields** that were ranked 3* or higher. Using a smaller set of keywords, we looked for papers involving MNEs and some type of public policy focus. This resulted in **56 articles** over the 20-year period.

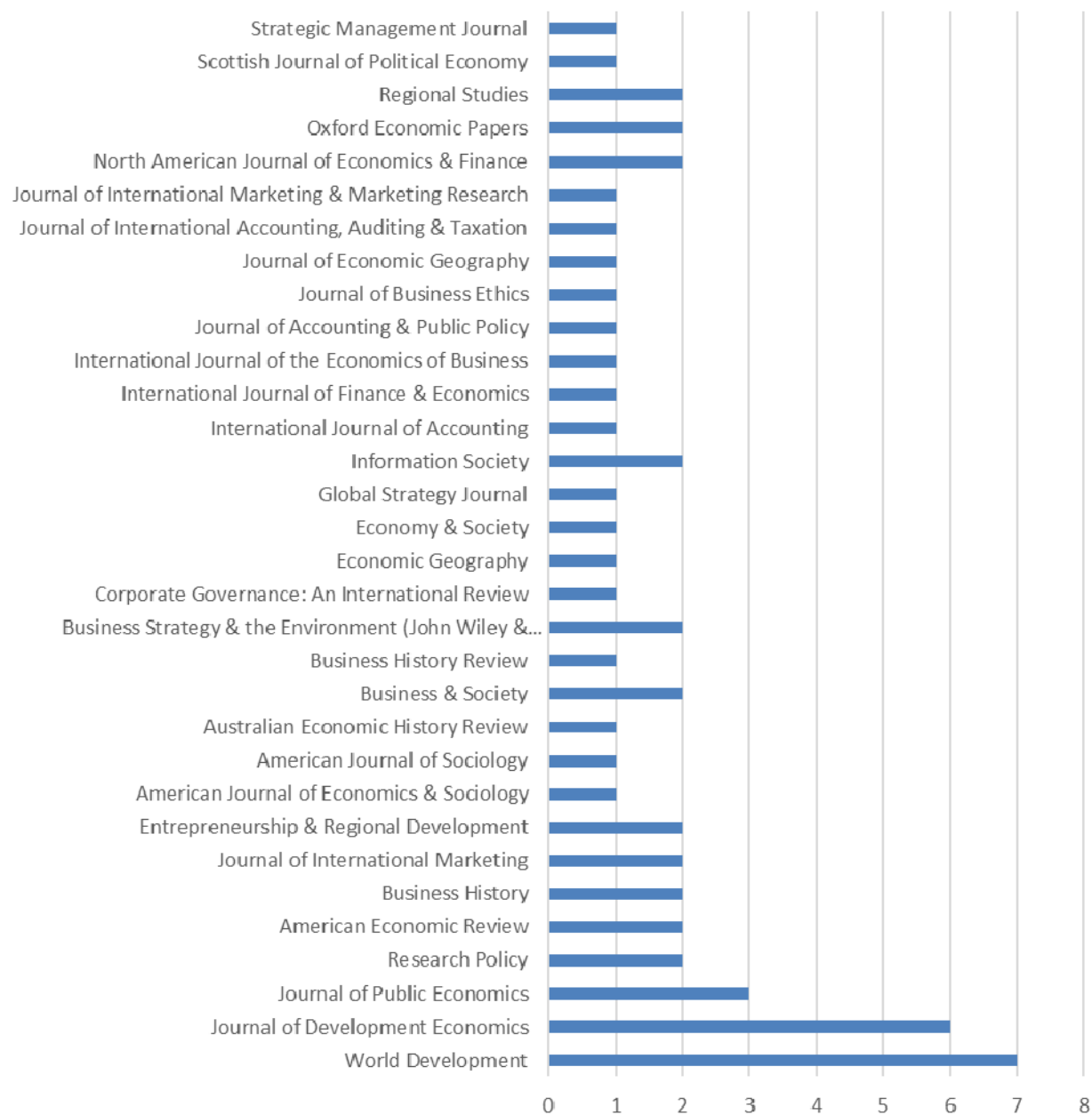
Relevant articles over time (IB core journals)



Relevant articles per journal (IB core)



Relevant articles per journal (non-IB)



JIBS and JIBP

- The primary audiences for JIBP are academic scholars interested in issues at the IB-policy interface, public policy decision makers at all levels of government, and officials in international and supranational organizations faced with public policy concerns. These reader targets are quite diverse, and differ from the target audience of JIBS, which is mainly academic and oriented towards managers as practitioners.
- Both JIBS and JIBP seek empirical contributions that address IB-related issues and exhibit a high level of scholarly (empirical) rigor. However, for JIBS, theory development in IB is of central importance, while the articles in JIBP should aim to develop credible and grounded policy options instead.

Expected JIBS – JIBP interactions (1)

- Papers that were submitted to JIBS but do not appear to have an optimal fit with the journal's mission, mainly because of their public policy or macro-institutional focus, rather than a micro-level focus, will see their authors being encouraged by the JIBS Editors to resubmit to JIBP.
- The presence of a sister journal will allow JIBS to establish a sharper focus on articles that have implications mainly for firms, rather than for countries or for institutions representing the macro-level.
- The presence of JIBP will have implications for the selection of JIBS 'Special Issue' and 'Review Paper' topics, and there will also be suggestions made to authors of proposals viewed as having a lesser fit with JIBS to resubmit these proposals to JIBP.

Expected JIBS – JIBP interactions (2)

- It is expected that JIBS and JIBP will be present together at initiatives such as AIB PDWs and Meet the Editors panels.
- JIBS and JIBP will consider undertaking joint initiatives, with specific IB phenomena analyzed through both micro-level and public policy lenses, and with the resulting articles published in the respective journals.
- The JIBS – JIBP co-evolution will strengthen further the AIB as the main scholarly society in the world that is focused solely on IB-related subject matter (cf. strategy of SMS).
- JIBP will also strengthen further the ecosystem of IB journals, as another credible, scholarly outlet for the best work on IB policy, and this will hopefully increase the supply of policy oriented work easily accessible to the AIB membership.

Thank you