CALL FOR PAPERS: Special issue of *Journal of International Business Studies*

**WHAT IS CULTURE AND HOW DO WE MEASURE IT?**

**Special Issue Editors:**
- Timothy M. Devinney (University of Technology-Sydney, Australia, timothy.devinney@gmail.com)
- Bradley L. Kirkman (North Carolina State University, USA, blkirkma@ncsu.edu)
- Dan V. Caprar (University of New South Wales, Australia, dan.caprar@unsw.edu.au)
- Paula Caligiuri (JIBS Area Editor, International HRM, Rutgers University, USA, caligiuri@smlr.rutgers.edu)

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**Introduction**

Understanding the influence of culture on business operations has been one of the most enduring components of international business (IB) and international management (IM) theorizing and empirical investigation. The purpose of this special issue is to build on the learning from previous debates regarding different approaches to studying culture as well as bringing to the IB/IM audience insights from other disciplines that take an interest in culture. Hence, we seek to create a volume that: (a) shows how traditional research programs have evolved as a result of accumulated knowledge and/or in response to specific critiques, and (b) incorporates alternative and completely new theoretical and empirical approaches to understanding and measuring culture.

In doing this we encourage researchers from economics, psychology, sociology, political science, education and other domains as well as IB/IM scholars to make their latest work available to the IB community via this special issue. We welcome conceptual and empirical papers using quantitative, qualitative or mixed approaches aimed at providing comprehensive solutions to previously raised issues and that illustrate the most advanced methods for studying culture and other related constructs.

**Topics**

From a methodological perspective we are interested in work that addresses or encapsulates three fundamental logics: (1) culture is ultimately manifested in the behavior, decisions and choices of individuals; (2) the measurement of culture is about capturing and categorizing both homogeneity and heterogeneity; and (3) the most effective means to critically test theory in the social sciences is to triangulate multiple methods simultaneously and as one research paradigm as a means to ensure that one is testing the theory and not simply validating a joint test of theory and method. Hence, we are interested in papers that go beyond traditional psychometric approaches and thus examine culture across levels of analysis and via multiple methodologies. Some examples include:
Can we move beyond standard psychometrics? Is the standard ‘reflective’ approach utilized for decades relevant in light of a more advanced understanding of scale development?

How do our measures of culture relate to other aspects of an individual’s existence? Can we use ‘fusion’ of different data sources to come up with a more parsimonious and valid understanding of the dimensionality of culture?

Are surveys, particularly self-report instruments, the best way forward? What is the role of experimental based approaches? What can we learn from other fields - such as behavioral decision theory and experimental economics?

Can we move beyond standard econometric methods? What is the role of Bayesian estimation procedures? Might we be able to apply multi-level methods that look at both the dimensions and levels of culture simultaneously?

From a theoretical perspective we are interested in work that not just examines the standard historic conceptualizations but also examines the socializing aspects of culture, how our meaning of culture has changed, and how we can examine culture in an environment faced by new technologies that render national boundaries less meaningful. For example, papers examining topics such as:

- Who are the socializing agents of culture: How do they differ? When do they differ? Where do they differ? How do they become legitimized?
- What and how do specific socializing agents operate? Examples include the role of religion; family and the tightness of familial bonds; the culture of poverty and the shared values, beliefs, etc. of those living in poverty.
- How does culture evolve in a world of complex institutions and technologies? Examples include the role of immigration and diasporas, modern media and new technologies.
- Is our standard dimensional approach to culture meaningful? How might we gain and develop a deeper understanding of specific dimensions of culture that addresses the idea that individuals occupy different cultural places and spaces simultaneously?

Beyond the above themes and ideas, we leave the list of themes and topics for this special issue open, so as to not limit the thinking to existing frameworks and approaches.

Submission Process

All manuscripts will be reviewed as a cohort for this special issue. Manuscripts must be submitted in the window between November 15, 2013, and December 1, 2013, at http://mc.manuscriptcentral.com/jibs.

For more information about this call for papers, please contact the Special Issue Editors or the JIBS Managing Editor (managing-editor@jibs.net).

References


Special Issue Editors

Timothy M. Devinney has outstanding skills and experience in theory development, econometric modeling, experimental and questionnaire design. He has published seven books - e.g., Managing the Global Corporation (with J. de la Torré and Y. Doz, 2000) - and more than eighty articles in leading refereed journals including JIBS, Management Science, the Journal of Business, The Academy of Management Review, Organization Science, California Management Review, Management International Review, Journal of Marketing, Journal of Management, Long Range Planning, Journal of Business Ethics and the Strategic Management Journal. In 2008, he was the first recipient in management of an Alexander von Humboldt Research Award, a Rockefeller Foundation Bellagio Fellow, and was elected a Fellow of the Academy of International Business. Timothy also has extensive editorial experience. He is the co-editor of The Academy of Management Perspectives, co-editor of the Advances in International Management series (Emerald Publishers), and the Director of the International Business & Management Network of SSRN. He is on the editorial board of more than 12 of the leading international journals, and serves as a consulting editor for JIBS.

2008 Ricky W. Griffin Outstanding Research Award at Texas A&M University for his scholarly research contributions. He won the Academy of Management's Organizational Behavior Division Award for Best International Paper in 2009. He was an Associate Editor for The Academy of Management Journal from 2005 to 2008 and is a current Editorial Board member for The Academy of Management Journal, Journal of Applied Psychology, Personnel Psychology, and Organizational Psychology Review.

Dan V. Caprar is a researcher committed to exploring alternative approaches to studying culture. Dan conducts research on the interaction between culture and business, with a particular focus on understanding and leveraging the experience of employees with multiple cultural profiles. His recent work includes the lead article in the recent JIBS special issue on qualitative methods in IB, in which he challenges a long-held assumption that local employees in multinational corporations are culturally interchangeable with the rest of the country’s population. Based on this work, Dan was nominated for the Academy of Management HR Division Scholarly Achievement Award 2011, for which he was a finalist and the runner-up. Dan is often invited to run workshops on the use of non-mainstream methods in IB: he co-facilitated a faculty development program on using qualitative methods in IB at the 2012 Pacific Asia Consortium of International Business Education and Research and was a presenter in a PDW on measuring culture at the 2012 Academy of Management Meeting 2012. Dan is a member of the Editorial Board at JIBS, a Regional Associate Editor for the International Journal of Cross-Cultural Management, and a reviewer for several other leading journals.

Paula Caligiuri is a Professor in the Human Resource Management Department at Rutgers University, where she was the Director of the Center for Human Resource Strategy (CHRS) from 2001 until 2010. Paula is an expert in strategic human resource management with a focus on global leadership development, international assignee management, and cultural agility. Named as one of the most prolific authors in international business for her work in global careers, she has authored or co-authored several article and books - including Managing the Global Workforce (2010) and Cultural Agility: Building a Pipeline of Successful Global Professionals (2012). Paula’s academic publications include several articles in the International Journal of Human Resource Management, Journal of World Business, Journal of Applied Psychology, Personnel Psychology, and International Journal of Intercultural Relations and she serves as the HR Area Editor for the Journal of International Business Studies. Paula holds a Ph.D. from Penn State University in industrial and organizational psychology.