

AUTHORSHIP IN LEADING MANAGEMENT JOURNALS: REPRESENTATION FROM ASIAN BUSINESS SCHOOLS

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***Abstract:** This study investigates the representation of works by authors affiliated with Asian business schools in top management journals. The results did not indicate strong support for change in the representation of works by such scholars during the study period. Looking at the articles published in the top nine journals in the field of strategic management between the year 1999 and 2006, it was found that scholars affiliated to Asian business schools having North American educational background were more productive compared to those having educational background from elsewhere. The findings also revealed that these scholars prefer to publish more in North America based journals when compared with European based journals; and having coauthors who are affiliated with North American business schools enhances the possibility of publication in top tier management journals.*

[Key Words: Educational background, Asian Business Schools, Management Journals, Coauthors, Publication.]

1. BACKGROUND

Although the field of management literature has been largely dominated by publications from scholars affiliated with the European and North American Universities, this domination is coming under challenges as more and more scholars affiliated with the Asian universities are competing to put their work in the top academic journals. These efforts have been reflected by the more frequent appearances of articles in top management journals by authors from Asian region¹. This phenomenon implies an important change in management studies globally as the focus of global businesses is shifting towards the emerging economies². Wright et al³ indicated that there is a need to consider the extent to

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which theories and methodologies used to study strategy in mature, developed economies are suited to the social, political, and economic contexts of emerging economies. This situation offers a unique opportunity for authors affiliated with the Asian business schools to promote their work. They are the ones who are in the thick of the things as far as this issue is concerned. Asia is rising and so are its business schools. The business schools in this region are going through revolutionary changes to catch up with the highly prestigious ones in North America and Europe. Hence, it is the right time for conducting a research examining the representation of Asian business schools in top management journals - a reflection of increase in the contributions and communications from Asian business school affiliated authors in the global management arena.

Until the mid eighties, the top management journals were very much region bound, e.g. U.S.-based journals published mostly topics related to the United States⁴. However, this is no longer the case as there are increased interactions between national economies and the emergence of international management practices⁵. In their study on 30 leading international business journals, Chan *et al*⁶ found that there is significant representation from non-US business schools in the editorial body of these journals. From their findings, they concluded that although US institutions are still the dominating force in the development of the international business literature, the non-US business schools are also providing significant contributions. Xu *et al*⁷ conducted a similar study but focused on a narrow set of journals (six top journals in the international business arena) and found similar results. In another study conducted on all the articles published in the journals covered by the Thompson ISI database between 1992 and 2005, Mangematin and Badden-Fuller⁵ found that there has been a significant decline in the number of articles published by the US business schools in these journals (for details, see Appendix 1).

The above mentioned phenomenon suggests that an increasing number of business researchers from Asia and other regions are competing to publish in good journals. An increasing competition for publication space in top tier journals (most of which are US based) also indicates that the business schools are putting more emphasis on publications in these journals while evaluating academicians for tenure and other related benefits. Starbuck⁸ found that this pressure is more on less prestigious schools. Most of the top Asian business schools fall under this category as although they have made significant strides, they still lack sufficient prestige and they are continuously pursuing the objective of achieving the desired

level of recognition. Although the general perception is that this trend exists for Asian business schools and is becoming stronger by the day, there is still no research that has been conducted to validate this claim.

In their effort to move upward in the rankings, Asian business schools are recruiting more PhD graduates from North American and European business schools that hold prestigious positions in the field of business research. Compared to the early periods such as the 1970s or the 1980s, scholars in the top Asian business schools with degrees from good North American and European schools have risen significantly. This has happened as the schools became more competitive and the requirement for tenured position in such schools became tougher. There was also an increased supply of Asian origin PhD graduates from the North American and European universities in the recent years which have also facilitated this process. A study is warranted to investigate how this new group of scholars is contributing to the representation of Asian business schools in the top management journals.

On the basis of the above discussion, this report investigates (i) the trend of representation from Asian business schools in top tier business journals, i.e. where most of the high quality papers are submitted (are they being submitted in North American journals or European journals), and (ii) how the educational background and affiliation of coauthor(s) are playing a role in the placement of articles by the authors affiliated with the Asian business schools. Hence, our broad research question is - "What is the trend in Asian Business Schools' representation in top management journals and what are the factors that influence the direction of this trend?"

The sample includes articles published by authors affiliated to Asian business schools in the top nine management journals in the field of strategic management. Although the findings suggest that there is a slight increase in the proportions of articles published by the authors affiliated with the Asian business schools in these journals, the statistical test only provides weak support for this result. The analysis further reveals that there is significant difference in the likelihood of appearance in top management journals between articles with and without co-authorship with North American business school affiliated scholars. Also, among scholars affiliated with Asian business schools, authors with North American background are found to be more productive as their contribution was significantly higher in these journals compared to that of scholars trained

elsewhere. The authors from Asian business schools also prefer to publish in North American journals rather than European journals. While attempting to find out the productivity of individual institutions, the study revealed that Singapore-based and Hong Kong-based business schools are most active in management research with the highest number of published articles in top management journals. These universities include reputed ones such as the National University of Singapore, Hong Kong University of Science and Technology, City University of Hong Kong, and Chinese University of Hong Kong.

2. HYPOTHESES DEVELOPMENT

Although the globe is becoming smaller by the day and there is rapid internationalization by firms, the management problems that exist in different contexts are often unique⁹ and the way to understand these problems vary significantly. This has resulted in increased level of business research across the world, beyond the prior dominant arena of Europe and North America. Asia is one such key region and there is a great potential for contribution to global management knowledge from researches conducted from an Asian perspective¹⁰. There is an ever increasing demand for well trained and professional managers to cater to the needs in the emerging economies in the Asian Pacific region. This has resulted in a significant growth in the number of business schools offering MBA programs and all these schools are competing for students. The business school ranking plays a key role in the choice of business schools for the potential entrants and a high ranking also ensures regular flow of donations and funds¹¹. Research is considered as one of the most important components while calculating the ranking of business schools. Hence, it is not surprising that there is pressure from the schools on the scholars to emulate the achievements by scholars associated with top US and European business schools¹².

As mentioned by Meyer¹⁰, many of the scholars who are engaging in these researches are educated and trained in the United States. As a result there is a rising tendency to follow the styles used in the US and these scholars who are affiliated with Asian business schools are very keen to find a place in the North American journals for their articles. As found by Tracy and Waldfogel¹³, there is a positive relationship between research productivity and salary for the academic scholars affiliated with business schools. So the practical incentive to publish in top tier journals also exists.

Hypotheses 1: *There is significant increase in the proportion of papers published in top management journals by scholars affiliated with Asian business schools between 1999 and 2006.*

The Asian Business Schools have generally been more oriented towards teaching than research, and often they lacked the necessary support in terms of resources and facilities to conduct research¹⁴. As a result of this inexperience, the researchers often lack confidence regarding their ability to publish in the top tier journals. One way to overcome this problem is to pair up with co-authors who are working in schools where the right kind of research environment exists. Also as many of the scholars who are working in the Asian business schools were trained in North America, their supervisors are predominantly affiliated with North American business schools. These North American trained scholars may also find it more comfortable to pair up with fellow research students they worked with in their PhD program, many of whom end up teaching at the North American Universities. This also opens up an opportunity for these Asian business school affiliated scholars to publish in the prestigious journals in the field of management and strategy. As mentioned by Lau¹⁵, it is very important for the Asian business schools to cooperate with schools from the United States and Europe and pursue more and more collaborative research. This has become a very important aspect for integration of global knowledge in the present era. Hence scholars who would pursue such activities may find their institutions supporting them in these endeavors.

Hypothesis 2 - *The proportion of articles published in the top management journals by authors affiliated with Asian business schools is more when the author(s) have scholar(s) affiliated to North American business schools as coauthor(s) than when the author(s) do not have such scholar(s) as coauthor(s).*

The hiring decision of the business schools have increasingly shown a trend of hiring from North American business schools, as they believe that affiliation with those schools indicates a higher level of productivity. It comes as no surprise as most of the top business schools according to various rankings are situated in North America and the professors in those schools are largely interested to publish in North American Journals. These new group of recruits in the Asian Business Schools, trained in North America, are likely to go for North American journals instead of European and other journals. The benefit of publishing in those journals is also high. As Leung¹ mentioned, the common list of recognized

journals in East Asian business schools are similar to such lists in the United States and publication in these journals play a key role in the hiring, tenure and promotion decisions in these schools. Analyzing the continuous improvement in the level of research conducted by scholars affiliated with Asian business schools in regional journals and the rising enthusiasm among scholars working in this region; Pleggenkuhle-Miles *et al*¹⁶ predicted that it is only a matter of time before scholars from Asian business schools will be able to challenge the theories that are developed mostly in the North American contexts. Most likely, places where these debates will take place will be in the top ranked management journals at the global level. Hence, it might be plausible to say that there is an increasing tendency in the mind of scholars affiliated with Asian business schools to publish articles in the highly respected journals, most of which are affiliated with North America based universities or institutes.

Hypothesis 3(a): *Scholars affiliated with Asian business schools are increasing their representation in the North American journals compared to the European journals.*

The educational background and training of the authors is also likely play a role in deciding where their journals are placed. The scholars who were trained in the North American system would be more comfortable publishing in journals that they are more familiar with. These scholars also have good research capability which is reflected by the inclusion of a number of business schools from the Asia-Pacific region in the list of top business schools based on research productivity¹ (Leung, 2007).

Hypothesis 3(b): *Scholars affiliated with Asian Business Schools who obtained their PhDs from North America have higher representation in the top management journals compared to those who obtained PhDs from elsewhere.*

3. METHODOLOGY

The data for this study contain articles written by author(s) affiliated with Asian business schools that were published in 9 leading management journals; 5 first-tier journals and 4 second-tier journals. The time period was from 1999 to 2006. As our source of the journals was mainly the e-versions available in the National University of Singapore library database, we could not go beyond 2006. This is not unnatural as e-versions are generally available after a certain lag, i.e. if the print

copy becomes available in 2007, the e-version would become available in 2008 or even later in some cases. The journals were divided into two categories - North America based and European based. The list of journals and the categorization is reported in Table 1. If a journal is an official journal of a university, academy, or society, we take the address of the university, academy, or society to decide the journal's geographic location. Otherwise, we rely on publishers' addresses for the respective journals for categorization purpose. Accordingly, SMJ by Strategic Management Society, AMJ and AMR by Academy of Management, ASQ by Cornell University, Organization Science by INFORMS, JIBS by Academy of International Business, and JOM by Sage Publishing are categorized as North America based journals. We have two European based journals, JOMS published by Blackwell Publishing and JBV by Elsevier. There are two journals (SMJ, JIBS) which are official products of North America based academies or societies but published by European publishers.

Table 1: List of journals and their locations

TIER 1	LOCATION
<i>Academy of Management Journal (AMJ)</i>	USA
Academy of Management Review (AMR)	USA
Administrative Science Quarterly (ASQ)	USA
Strategic Management Journal (SMJ)	USA
Organization Science (OS)	USA
TIER 2	LOCATION
<i>Journal of Business Venturing (JBV)</i>	Europe
Journal of International Business Studies (JIBS)	USA
Journal of Management (JOM)	USA
Journal of Management Studies (JMS)	Europe

For each of the articles that had at least one author affiliated with an Asian business school, we coded the following information: article title, year, journal title, author(s)' affiliated school(s), author(s)' educational background, and the geographical location of research context(s). There are two cases in which one of the authors was affiliated to banks or consulting companies. We rely on information of the other authors to analyze the data for those cases. Table 2 reported the number of articles by authors affiliated to Asian business schools each year.

Table 2: Number of articles by authors affiliated to Asian Business Schools that appeared in the top management journals from 1999 to 2006*

Journal	1999	2000	2001	2002	2003	2004	2005	2006
Journal of Management	6	3	3	2	1	5	5	4
Journal of Management Studies	6	6	7	7	9	4	10	7
Journal of Business Venturing	1	5	3	3	2	5	3	3
Academy of Management Journal	3	10	8	7	4	6	9	3
Administrative Science Quarterly	1	4	2	2	0	1	3	2
Strategic Management Journal	6	5	8	11	10	6	8	5
Journal of International Business Studies	9	6	6	10	9	5	11	15
Academy of Management Review	1	3	2	4	3	3	8	8
Organization Science	2	2	2	3	6	10	4	4

In our analysis, we mainly used descriptive statistics. However, for testing the hypotheses we used a simple statistical technique, the two-proportion z-test. This

test is used to determine whether the difference between two proportions is significant. The analysis in this study involves comparing four couples of proportions:

- (i) The proportion of articles published by authors from Asian business schools in the period of 1999-2002 and that of the period of 2003-2006.
- (ii) The proportion of articles published by authors from Asian business schools with U.S. co-authorship and that without U.S. co-authorship.

* Includes articles published by authors affiliated with business schools in Australia and New Zealand

(iii) The proportion of articles by scholars affiliated with Asian business schools appeared in the North American journals and that in the European journals.

(iv) The proportion of articles by scholars from Asian Business Schools with PhDs from North America and that by scholars from Asian Business Schools with PhDs from else where.

To illustrate how to conduct a z-test, we explain the test for the first couple of proportions. Suppose we are conducting an imaginative experiment in our mind by randomly selecting an article from the pool of all leading management journals. We call the probability p_1 if it (the selected article) is written by author(s) from Asian business school in the period of 1999-2002 and p_2 for the period of 2003-2006. Here p_1 is the proportion of articles by author(s) from Asian business schools in the pool of leading management journals from 1999-2002 and p_2 is that from 2003-2006. To test the first hypothesis that $p_1 < p_2$, we select a sample of nine journals (in Table 1) among the pool of leading management journals. The test statistic is a z-score (z) defined by the following equation:

$$z = \frac{n_1 f_1 + n_2 f_2}{n_1 + n_2}$$

Where

$f_1 = 8.17\%$: sample proportion in period from 1999-2002. It equals the observed number of articles by authors from Asian business schools in nine selected management journals from 1999 to 2002 divided by n_1 .

$n_1 = 1567$: is size of sample for the period from 1999-2002. It includes all articles published in our sample of nine journals from 1999 to 2002.

$f_2 = 9.17\%$: sample proportion in period from 2003-2006.

$n_2 = 1744$: size of sample for the period from 2003-2006. It includes all articles published in our sample of nine journals from 2003 to 2006.

The z-score follows normal distribution. We compute p-value for z-core in one-tailed test as our null hypothesis is that $p_1 = p_2$ and alternative hypothesis $p_1 < p_2$. Results are reported in Table 4. The other z-tests are conducted similarly in our sample of nine management journals.

4. RESULTS

We first looked at the representation of the Asian business school affiliated authors in the different journals as percentage of the total articles published.

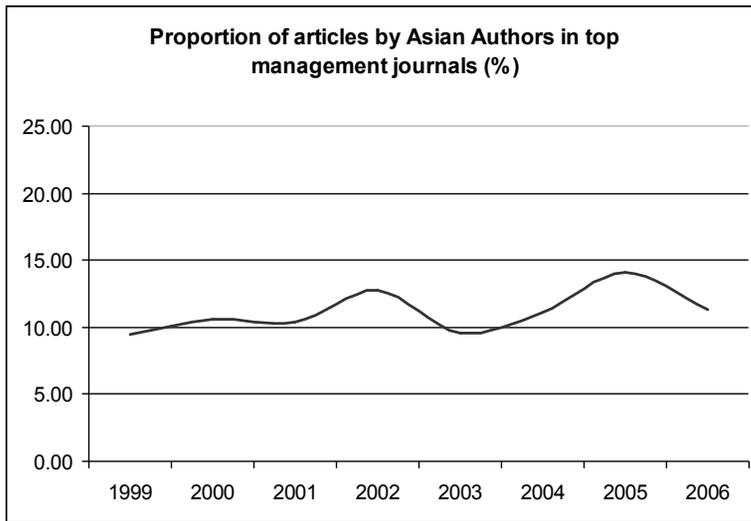
The percentage of articles published by authors from Asian business schools varied in a random fashion and there was no clear trend. We then included articles published by scholars affiliated with business schools in Australia and New Zealand. But even then, we could not identify a clear trend from the tables and the figure.

Table 3: *Proportion of articles by authors affiliated to Asian Business Schools that appeared in the top management journals from 1999 to 2006 (%)*^{*}

Journal	1999	2000	2001	2002	2003	2004	2005	2006
Journal of Management	16.67	6.25	7.89	5.71	2.38	11.63	11.36	10.81
Journal of Management Studies	13.64	12.50	14.89	14.89	10.98	6.78	15.63	9.86
Journal of Business Venturing	4.00	22.73	11.11	10.71	5.13	11.11	8.57	7.50
Academy of Management Journal	6.82	13.33	10.81	9.72	8.00	10.71	12.00	4.69
Administrative Science Quarterly	3.85	16.67	9.09	10.00	0.00	6.25	18.75	12.50
Strategic Management Journal	9.52	7.25	13.11	16.67	12.82	8.70	11.43	7.94
Journal of International Business Studies	20.93	14.63	11.11	21.28	13.04	12.20	23.91	24.19
Academy of Management Review	2.44	6.98	6.90	15.38	8.33	12.00	21.62	17.02
Organization Science	4.08	4.44	4.55	6.82	13.04	19.61	8.16	8.89

If one looks at the overall result (i.e. representation in all nine journals), s/he can see a slightly increasing trend. However, the change is not much as the representation changed from 9.43% in 1999 to 11.36% in 2006.

^{*} Includes articles published by authors affiliated with business schools in Australia and New Zealand



The overall average representation for the period 1999-2006 was 11.17%. This figure again confirmed that there was no significant change in the representation over the years. To confirm more on this issue, we conducted a z-test comparing representation into two sub-samples: sample 1 included articles from year 1999 to 2002 and sample 2 included articles from year 2003 to 2006. Although the result was in line with our prediction in hypothesis one, the support was not as strong as we expected it to be.

We did find good support for our second hypothesis. In line with our argument, the findings indicated that the authors who had scholars from North American affiliated business schools as their coauthors had more representation in the top tier journals compared to the ones who had coauthors from other institutions.

Results further revealed that author(s) affiliated to Asian Business Schools published more in North America based journals than European based journals. Authors from Asian Business Schools represent for 8.96% articles in the North America based journals and this figure is 7.75% for European based journals. However, this support was significant only at $p < 0.10$ level. Hence, hypothesis 3a is weakly supported. We found strongly significant support for hypothesis 3b. Scholars working in the Asian business schools who have North American PhDs had higher representation in the top tier journals than the ones who have PhDs obtained from elsewhere (6.40% as compared to 2.45%).

Table 4: Results of z-tests (one tailed)

Pairs compared	N	Proportion	Findings	Implication
1999-2002	1567	8.17	p<0.1	Weak support for H1
2003-2006	1744	9.17		
North American Coauthor(s)	3311	4.92	p<0.01	Strong support for H2
Other Coauthor(s)	3311	3.78		
North American Journals	2588	8.96	p<0.1	Weak support for H3(a)
European Journals	723	7.75		
North American background	3311	6.40	p<0.001	Very strong support for H3(b)
Other background	3311	2.45		

We further investigated the representation of individual Asian Business Schools in top management journals. For this analysis we added the universities from Australia and New Zealand to make the list more comprehensive. Table 5 lists 30 Asian Universities/Business Schools which have the highest number of publications in top management journals. As can be seen in table 5, most of these schools are located in Singapore and Hong Kong.

Table 5:
Top 30 Universities in Asia by number of publications

ID (Rank)	Universities	No. of Articles	ID (Rank)	Universities	No. of Articles
1 (1)	Chinese University of Hong Kong	32	16 (15)	Monash University	7
2 (2)	NUS	30	17 (15)	Lingnan University	7
3 (3)	University of New South Wales	25	18 (15)	Hong Kong Baptist University	7
4 (4)	City University of Hong Kong	22	19 (19)	Yonsei University	6
5 (4)	HKUST	22	20 (20)	Peking University	5
6 (6)	University of Hong Kong	20	21 (20)	Victoria University of Wellington	5
7 (7)	Hong Kong Polytechnic University	17	22 (20)	Tel Aviv University	5
8 (8)	University of Melbourne	16	23 (20)	Queensland University of Technology	5
9 (9)	University of Queensland	13	24 (20)	Hebrew University of Jerusalem	5
10 (10)	SMU	12	25 (25)	Korea Advanced Institute of Science and Technology	4
11 (10)	Korea University	12	26 (25)	University of Macau	4
12 (10)	NTU	12	27 (25)	University of Tsukuba	4
13 (13)	Seoul National University	9	28 (28)	University of Sidney	3
14 (14)	INSEAD	8	29 (28)	University of Haifa	3
15 (15)	University of Auckland	7	30 (28)	Hitotsubashi University	3

To have a deeper look at the quality of publication by each University and Business School, we investigated their representation in tier 1 and tier 2 journals. Table 6 lists the top 20 Asian Universities/Business Schools getting highest number of published articles in tier 1 journals. Located at the top three positions in the list are NUS (21 articles), University of New South Wales (18 articles), and HKUST (17 articles). Table 7 lists top 20 Asian Universities/Business Schools getting highest numbers of published articles in tier 2 journals. Located at the top three positions in this list are Chinese University of Hong Kong (21 articles), University of Hong Kong (13 articles), and Hong Kong Polytechnic University (12 articles).

Table 6: Top 20 Universities in Asia by number of publications in Tier 1 Journals

ID (Rank)	University	No. of Publication
1 (1)	NUS	21
2 (2)	University of New South Wales	18
3 (3)	HKUST	17
4 (4)	City University of Hong Kong	11
5 (4)	Chinese University of Hong Kong	11
6 (6)	Korea University	10
7 (6)	INSEAD (Singapore)	8
8 (8)	University of Queensland	7
9 (8)	University of Hong Kong	7
10 (8)	Seoul National University	7
11 (11)	NTU	6
12 (11)	University of Melbourne	6
13 (13)	Hebrew University of Jerusalem	5
14 (13)	Hong Kong Polytechnic University	5
15 (13)	Yonsei University	5
16 (16)	University of Tsukuba	4
17 (16)	Tel Aviv University	4
18 (18)	SMU	3
19 (18)	Peking University	3
20 (18)	Hitotsubashi University	3

Table 7:
Top 20 Universities in Asia by number of publications in tier 2 journals

ID (Rank)	University	No. of Publication
1 (1)	Chinese University of Hong Kong	21
2 (2)	University of Hong Kong	13
3 (3)	Hong Kong Polytechnic University	12
4 (4)	City University of Hong Kong	11
5 (5)	University of Melbourne	10
6 (6)	NUS	9
7 (6)	SMU	9
8 (8)	University of New South Wales	7
9 (8)	University of Auckland	7
10 (8)	Lingnan University	7
11 (11)	NTU	6
12 (11)	University of Queensland	6
13 (13)	Monash University	5
14 (13)	HKUST	5
15 (13)	Hong Kong Baptist University	5
16 (16)	Queensland University of Technology	4
17 (17)	Victoria University of Wellington	3
18 (17)	University of Haifa	3
19 (17)	Massey University	3
20 (20)	Korea University	2

5. DISCUSSION AND CONCLUSION

In general, we have found that there is a slightly rising trend in the proportion of articles published by authors affiliated with the Asian business schools in top management journals. Since the statistical test only provided weak support for this finding, it would be unwise to think that there has been a significant increase in the representation. However, considering the consistency and low variance in

representation on a yearly basis, it can be safely said that the trend has become steady. May be the radical shift in the representation happened before our study period. Future research can be geared towards this direction and instead of an eight year window, a twelve or sixteen year window could be used. Our analysis further reveals that there was significant difference in the likelihood of appearance in top management journals between articles with and without North American co-authorships. This comes as no surprise since most of the journals in our sample are North America based and authors affiliated with North American business schools are likely to have more experience, the right kind of training and better level of understanding as far as publishing in these journals are concerned.

We found support for our last two hypotheses. This indicates that educational background of the authors play a key role in their choice of journals. The results further indicate that although the dominance of North American business schools in author representation has reduced over the years, the North America based journals could maintain their position as the prestigious ones in the field of management. The additional analysis that we conducted provided some useful insight into which institutes are most productive in terms of publication in top management journals. This finding can lead to an interesting future research as scholars may try to find out what makes some schools more productive than others.

This paper has several limitations. First, we only examine the top nine management journal in the field of strategic management. Hence, generalization of our findings to other subfield of management such as HRM, OB etc. is risky and our findings should be dealt with care. Future researchers may want to consider a wide range of journals in several management subfields other than strategic management only. Second, we do not examine publication of the authors affiliated to Asian business schools in regional management journals like APJM. Considering the continuous improvement of the regional journals, scholars who might engage in future studies in this area of research may consider incorporating one or two of those journals in the dataset. Third, the time period observed is from 1999-2006. As our reviewers suggested, an extension of this period might yield more robust finding. Future studies should look to extend this time period in both directions.

Our research is, to the best of our knowledge, the first attempt that investigates representation of authors affiliated with Asian business schools in top management journals. We hope this study, in its own small way, will provide a stepping stone for further research in this area.

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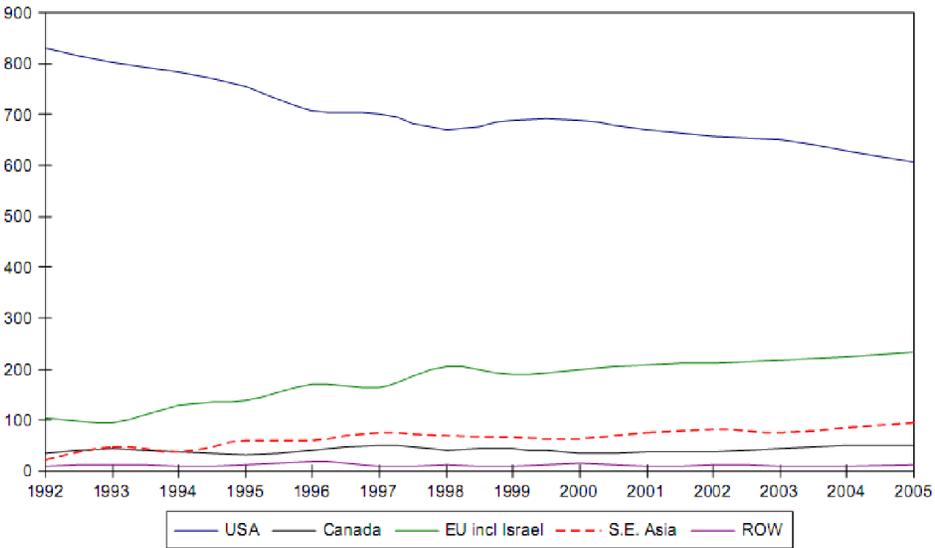
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APPENDIX 1



Notes: Share Figures are parts per thousand.

Source: Mangematin and Baden-Fuller (2008)