

ARIE Y. LEWIN



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YEAR PhD AWARDED: 1968	YEARS OF SERVICE AS JIBS EDITOR: 2002-2008

MAJOR DEVELOPMENT OF JIBS DURING YOUR YEARS OF SERVICE

My journey to becoming the Editor in Chief of JIBS actually begins when I joined the NYU Graduate School of Business in the Fall of 1966 as an Assistant Professor Management and Behavioral Science. I recall periodic conversations with Jean Boddewyn and John Fayerweather who did their to interest me in International Business research and to join the IB faculty group. But as graduate of GSIA at Carnegie Tech and under the influence of my mentors Herb Simon, James March and Richard Cyert.

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In 1974 I joined the graduate school of at Duke University and in 1985 Dean Thomas F. Keller (the founding dean of the Fuqua School) recognized internationalization as a strategic opportunity for the Fuqua School and initiated a process to determine whether to add an IB academic area to the school. It was a yearlong process which also involved inviting to Duke the best known IB scholars to describe and reveal the academic domain of IB. However, the faculty overwhelmingly decided not to create an IB academic area. Primary reason was that IB scholars were not publishing in top Strategy, Management or Economic journals and the leading journals in IB – JIBS, MIR and Columbia World of Business - were not considered “A” journals. Therefore, Fuqua school faculty agreed that faculty members develop an international dimension for their scholarship. Dean Keller reinforced this aspiration by recruiting in 1985 Yair Aharoni as the J. Paul Sticht Visiting Professor of International Business.

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Japanese Government, Faculty Research Fellowship (1994 -1995) as Visiting Research Professor at Hitotsubashi University, Institute of Business Research. Upon my return to Duke the Senior Associate Dean asked me to succeed Yair as CIBER Director. Although my knowledge of IB was at best rudimentary and mostly self-taught it did not seem possible to avoid the Dean's request.

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In planning the CIBER grant renewal in 2000 I suggested to Dean Breeden to incorporate the audacious idea of applying to AIB as the next Editor in Chief of JIBS and to host the journal at Duke. The proposal was submitted to submitted to James Wiles on March 29, 2001 and involved a joint application by myself as Editor in Chief, Professor Sing-Lih (Larry Farh (Hong Kong University of Science and Technology), Joan-Enric Ricart (IESE), and Henk W. Volberda (RSM) as the JIBS Editorial Team.

The AIB Executive Board selected two finalists. The joint proposal by Duke, HUST, IESE and RSM and a second proposal led by Stephen E. Guisinger University of Texas Dallas. But apparently some members of the AIB Executive Board were uneasy awarding the Editorship to an Editorial Team with no IB history or established IB scholarship. To my surprise I was asked whether I would consider a Co-Editor in Chief arrangement with Professor Stephen Guisinger.

Based on my experience as founding Editor in Chief of Organization Science my instinctive response was to decline without consulting the editorial team. Our proposal was very clear about the need for a total "do-over" of JIBS along every dimension, whether it was breadth and depth of editorial reach or the rigor of the peer review process. I recall meeting with Dean Breeden to share with him why I turned down the co-editor invitation and discussing the implications for CIBER proposal. About two weeks later I learned the shocking and sad news that Steve Guisinger unexpectedly passed away on July 3, 2001 due to a massive heart failure. To be perfectly up front, I did not know Steve Guisinger personally and I had mixed feelings about possibly becoming the next Editor in Chief of JIBS under such circumstances. However, Steve Kobrin and Jose de La Tore eased my conscience and internal conflict by assuring me that the AIB Board will approve my nomination as Editor in Chief of JIBS and that I should move forward with implementing the proposal.

Assuming the duties of JIBS Editor in Chief unleashed a race in time to prepare the transition plan by the time of the AIB Conference in Puerto Rico. The first order of business was to select a commercial publisher for the Journal. Historically through the editorship of Thomas Brewer (1997 – 2002) the Editor and the sponsoring school (in this case the McDonough School of Business Georgetown University) were also responsible for all aspects of production (printing, technical editing, mailing, maintaining the archive, etc.) in addition to the primary task of editing the journal. One condition of the joint proposal was that AIB agree to select a commercial publisher that will take on the publication of the journal on behalf of the AIB.

In response to the call for proposals I received 21 letters of interest which eventually resulted in six formal submissions. The four finalists were invited to Puerto Rico to present their formal proposals and to respond to specific issues that I and the editorial team prepared for each publisher. The two finalist were Palgrave and Blackwell Publishers. Both proposals were totally responsive to the newly articulated vision for JIBS and both satisfied the operational requirements involving the transition from Georgetown University. I strongly

recommended to the AIB Executive Board to select Palgrave although Blackwell Publishers were the publishers of about 600 academic journals whereas Palgrave was early in their diversification strategy into journal publications. My recommendation was primarily a bet on Ms. Rachel Young who led the Palgrave bid for JIBS and who I judged would spare no effort as a partner in implementing our vision for JIBS. Yes Blackwell had experience and scale economies but it was also bureaucratic and unlikely to make extraordinary exceptions for JIBS or think out of the box.

I recall the meeting with Jose de La Tore following the AIB Executive Board meeting who voted to select Blackwell publishers. To his utter surprise I asked him to go back to the Board and communicate my intent to withdraw from becoming the JIBS Editor in Chief unless the Board approved my recommendation of Palgrave. I have no knowledge of what transpired in the subsequent Board meeting. Steve Kobrin, Jose de La Tore, Bernie Yeung, and Loraine Eden probably can reconstruct their discussions. But Jose de La Tore shared with me that the Board accepted my recommendation and that evening he hosted a dinner with Rachel Young who I believe convinced Jose that Palgrave was the right choice.