

John Dunning

A Memorial by Alan Rugman

John Dunning is widely recognized as the father of the field of international business. His first book, *American Investment in British Manufacturing Industry* (published in 1958), illustrated his dedicated scholarship. Over a three-year period, John drove his Morris Minor to each and every US manufacturing subsidiary in the UK (over 160 firms were visited). John developed a theoretical framework in order to evaluate the contribution made by inward FDI to UK productivity and competitiveness. Today, a doctoral student would probably satisfy the requirements for a thesis by conducting a small fraction of the interviews undertaken by John back in the 1950s. Moreover, no new theoretical framework, such as the elements of the O, L, and I advantages of what was to become known as the eclectic paradigm, would be expected. John started his career in international business on a high note and continued to produce papers, books, commentary, and advice over the next fifty years at an unparalleled rate. Today, John's influence is demonstrated by a citation count on Google Scholar of over thirty thousand, many times that of any other scholar in the field of international business.

I first met John Dunning in 1975 at an AIB regional conference at INSEAD. John gave the keynote address over dinner; his talk dealt with the tensions between multinational enterprises and nation states. As he drew towards the climax of his remarks a sudden thunderstorm sprang up and doused the lights. John was unfazed by such physical matters and continued his address in the dark, but opened new windows in my mind about the relevance and beauty of international business as a subject. I know that my personal experience has been reflected in the lives of hundreds of other young scholars in the field. John has served as an inspiration to many of us over the last fifty years, and we will continue to build upon his work and intellectual legacy in the future.

There are two institutions greatly influenced by John Dunning, one of which he created and one which he presided over and took to new heights. The first of these is the University of Reading, where John created a rich intellectual environment, starting in the 1970s, in which deep theoretical analysis and rich empirical work was fostered to explain the activities of multinational enterprise. Scholars recruited by John to the University of Reading include Mark Casson, Peter Buckley, John Cantwell, Bob Pierce, Rajneesh Narula, Klaus Meyer, Sarianna Lundan, and many others. John supervised several dozen doctoral

students at Reading, prominent amongst them being Jeremy Clegg. John subsequently started a doctoral program in international business at Rutgers University, although he never referred to it as 'Reading West'.

The second institution fostered by John Dunning is the Academy of International Business, of which he served as President and also as Dean of the Fellows of AIB. John regularly presented new papers and acted as a motivator of new areas of research, such as his recent work on corporate governance and the ethics of multinationals. John was also a founder of the European International Business Academy (EIBA), and I think attended all of its meetings until taken ill in 2008. At EIBA John was known to each and every member, spending time with them in private discussions at sessions and social events.

I was privileged to be a visiting research fellow at the University of Reading in 1976-77. On one occasion John invited Helen and myself to dinner at his house. During that visit he took me to his library where his desk was covered with dozens of manuscripts. When I asked John why he was reading them, he said that he liked to read everything published in the field itself, and in cognate areas, such that he was well informed about all aspects of the field. Frequently he sent comments on the unpublished papers of younger scholars. He also gave necessary advice to more experienced scholars; indeed, one of his last comments on a paper of mine was that I should be kinder to others in discussing their publications. He also wrote dozens of book reviews and refereed hundreds of papers. In this way John, over a fifty year period, largely created and then sustained the basic conversation in the field of international business. For this we are forever indebted. In the future we will be able to continue to advance the field of international business based upon the solid foundation left to us by John H. Dunning.