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DESCRIPTION

The *Journal of World Business* is a premier journal in the field of international business with a history dating to 1965 with the founding of the Columbia Journal of World Business. JWB publishes cutting-edge research that reflects important developments in the global business environment and advances new theoretical directions and ways of thinking about global phenomena. The journal especially encourages submissions that break new ground or demonstrate novel or counterintuitive findings in relation to established theories or assumptions and welcomes a variety of conceptual and theoretical traditions, including those drawn from allied social and behavioral sciences. Submissions should develop new and/or test existing theory, and empirical papers may employ a range of qualitative, quantitative and other methodologies so long as they are rigorous and appropriate. Although JWB's primary readers are scholars and researchers, the journal values contributions that explore and explicate implications for global enterprises and their managers, as well as consequences for public policy and the broader role of business in society.

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AUTHOR INFORMATION PACK 23 Nov 2018 www.elsevier.com/locate/jwb
I. Cuypers, Singapore Management University, Singapore
N. Dahan, Rouen Business School, Mont-Saint-Aignan, France
I. Darendeli, California State University at East Bay, Hayward, California, USA
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H. Dellestrand, Uppsala Universitet, Uppsala, Sweden
M. Demirbag, University of Essex, Southend-on-Sea, England, UK
D. Di Gregorio, California State University, Monterey Bay, Seaside, California, USA
C. C. Dibrell, University of Mississippi, University, Mississippi, USA
D. Dikova, WU Vienna University of Economics and Business, Vienna, Austria
D. Dow, Melbourne Business School, Carlton, Victoria, Australia
Y. Doz, INSEAD, Fontainebleau, France
N. Driffield, Warwick Business School, Coventry, England, UK
R. Drogendijk, Rijksuniversiteit Groningen, Groningen, Netherlands
A. Eapen, Australian National University, Canberra, Australia
C. Egri, Simon Fraser University, Burnaby, British Columbia, Canada
U. Elg, Lund University, Lund, Sweden
A. Engelen, Technische Universität Dortmund, Dortmund, Germany
S. Estrin, London School of Economics and Political Science (LSE), London, UK
S. Finansmidt, Florida International University, Miami, Florida, USA
I. Filatotchev, City, University of London, London, UK
A. M. Francesco, Hong Kong Baptist University, Kowloon, Hong Kong
J. H. Y. Fu, City University of Hong Kong, Hong Kong
C. Geisler Asmussen, Copenhagen Business School (CBS), Frederiksberg, Denmark
M. Geringer, Ohio University, Athens, Ohio, USA
P. M. Greve, University of Reading, Henley-on-Thames, England, UK
D. Griffith, Michigan State University, East Lansing, Michigan, USA
R. E. Grose, Thunderbird School of Global Management, Glendale, Arizona, USA
Q. Gu, Georgia State University, Atlanta, Georgia, USA
O. Guldiken, Florida International University, Miami, Florida, USA
A. Hajro, Brunel University London, Uxbridge, Middlesex, UK
L. Hakanson, Copenhagen Business School (CBS), Frederiksberg, Copenhagen, Denmark
A. W. Harzing, Middlesex University, London, UK
I. Haxhi, University of Amsterdam, Amsterdam, Netherlands
J. F. Hennart, Tilburg University, Tilburg, Netherlands
M. A. Hitt, Texas A&M University, College Station, Texas, USA
J. Hong, University of Macau, S.J. Taipa, Macau S.A.R., China
F. Jiang, Curtin University, Perth, Western Australia, Australia
L. Kano, University of Calgary, Calgary, Alberta, Canada
A. Karna, Indian Institute of Management Ahmedabad (IIMA), Gujarat, India
A. N. Kiss, Iowa State University, Ames, Iowa, USA
G. Knight, Willamette University, Salem, Oregon, USA
T. Kostova, University of South Carolina, Columbia, South Carolina, USA
A. Kourula, University of Amsterdam, Amsterdam, Netherlands
S. Kramer, University of Leeds, Leeds, England, UK
O. Kuivalainen, Lappeenranta University of Technology (LUT), Lappeenranta, Finland
V. Kumar, The University of Sydney, Sydney, New South Wales, Australia
A. Kumaranayake, Florida International University, Miami, Florida, USA
S. Kundu, Florida International University, Miami, Florida, USA
S. Kunisch, Aarhus University, Herning, Denmark
O. Kuznetsova, Manchester Metropolitan University, Manchester, England, UK
S. Lahiri, Illinois State University, Normal, Illinois, USA
A. Lamin, Northeastern University (NU), Boston, Massachusetts, USA
M. Lazarova, Simon Fraser University, Burnaby, Canada
H.-J. Lee, London School of Economics and Political Science, London, UK
R. P. Lee, Florida State University, Tallahassee, Florida, USA
S. Lee, University of Texas at Dallas, Richardson, Texas, USA
Y. Lee, IESE Business School, Barcelona, Spain
J. P. Lindeque, University of Applied Sciences and Arts Northwestern Switzerland FHNW, Olten, Switzerland
K. B. Lowe, The University of Sydney, Darlington, New South Wales, Australia
S. Lui, UNSW Australia, Sydney, New South Wales, Australia
X. Ma, City University of Hong Kong, Hong Kong
E. Maitland, UNSW Business School, Sydney, New South Wales, Australia
E. Makarius, University of Akron, Akron, Ohio, USA
S. Makino, The Chinese University of Hong Kong, Sha Tin, Hong Kong
S. Malhotra, University of Waterloo, Waterloo, Ontario, Canada
V. Marano, Northeastern University (NU), Boston, Massachusetts, USA
M. Mayer, University of Bath, Bath, UK
A. McDonnell, University College Cork, Cork, Ireland  
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K. Meyer, University of Bath, Bath, England, UK  
M. Meyskens, University of San Diego (USD), San Diego, California, USA  
S. Michailova, University of Auckland, Auckland, New Zealand  
D. B. Minbaeva, Copenhagen Business School (CBS), Copenhagen Frederiksberg, Denmark  
C. Miska, Dell’Università di Vienna di Economia e Business, Vienna, Austria  
A. Mockaitis, Monash University, Caulfield East, Victoria, Australia  
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C. Oh, Simon Fraser University, Vancouver, British Columbia, Canada  
Y. Paik, Loyola Marymount University, Los Angeles, California, USA  
Y. Pan, York University, Toronto, Ontario, Canada  
N. Papageorgiadis, University of Bradford, Bradford, England, UK  
R. Parente, Florida International University, Miami, Florida, USA  
C. Pattnaik, The University of Sydney, New South Wales, Australia  
A. A. Pekerti, University of Queensland, Brisbane St Lucia, Queensland, Australia  
L. A. Perez-Batres, Central Michigan University, Mount Pleasant, Michigan, USA  
R. Piekkari, Aalto University, AALTO, Finland  
M. Popli, Indian institute of Management Indore, Indore, India  
J. Puck, WU Vienna, Vienna, Austria  
S. Puffer, Northeastern University (NU), Boston, Massachusetts, USA  
N. Quigley, Villanova University, Villanova, Pennsylvania, USA  
B. S. Reiche, IESE Business School, Barcelona, Spain  
A. Saka-Helmhout, Radboud Universiteit Nijmegen, HK NIJMEGEN, Netherlands  
J. Salk, University of Texas at Dallas, Richardson, Texas, USA  
G. Santangelo, Università degli Studi di Catania, Catania, Italy  
V. Scalera, University of Amsterdam, Amsterdam, Netherlands  
A. Schotter, Western University, London, Ontario, Canada  
M. A. Shaffer, University of Oklahoma, Norman, Oklahoma, USA  
D. Singh, Rutgers University, Camden, New Jersey, USA  
R. Sinkovics, University of Manchester, Manchester, England, UK  
A. Slagen, Universiteit van Amsterdam, Amsterdam, Netherlands  
S. Song, Saint Joseph’s University, Philadelphia, Pennsylvania, USA  
H. Sono, James Madison University, Harrisonburg, Virginia, USA  
C. Stevens, Lehigh University, Bethlehem, Pennsylvania, USA  
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S. M. Toh, University of Toronto Mississauga, Mississauga, Ontario, Canada  
E. Tornikoski, Grenoble Ecole de Management, Grenoble, France  
L. J. Treviño, Florida Atlantic University, Boca Raton, Florida, USA  
W. K. Tsang, University of Texas at Dallas, Richardson, Texas, USA  
H. Tusseimann, Manchester Metropolitan University, Manchester, England, UK  
C. A. Un, Northeastern University (NU), Boston, Massachusetts, USA  
R. S. Upadhyaayula, Indian Institute of Management Kozhikode, Kozhikode, India  
D. Vora, State University of New York at New Paltz School of Business, New Paltz, New York, USA  
H. Wang, Peking University, Beijing, China  
G. White III, University of Michigan-Flint, Flint, Michigan, USA
C. S. Wong, The Chinese University of Hong Kong, Hong Kong
G. Wood, University of Essex, Colchester, England, UK
M. Wright, Imperial College London, London, England, UK
C. Wu, Peking University, Beijing, China
G. J. Y. Yang, The University of Sydney, New South Wales, Australia
H. Yang, City University of Hong Kong, Kowloon Tong, Hong Kong
H. E. Yildiz, Stockholm School of Economics, Stockholm, Sweden
M. N. Young, Hong Kong Baptist University, Kowloon Tong, Hong Kong
M. Zellmer-Bruhn, University of Minnesota, Minneapolis, Minnesota, USA
L. Zhu, Shenandoah University, Winchester, Virginia, USA
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