Letter from the Editor-in-Chief

The *Journal of International Business Studies (JIBS)* makes every effort to publish the best possible research in international business. However, just what exactly is international business research?

I believe that the core of international business research deals with the multinational enterprise (MNE), the exporting or importing firm, and the problems which are encountered by these firms. Topics of importance include: the theory of the MNE; the role of the MNE; MNE versus domestic corporation issues; government-MNE issues; the problems of managing international trade; and also functionally oriented topics such as international financial management, international marketing management, international accounting management, international strategy, international management, etc. Research that examines the interface of two or more of these problem areas is also relevant. In fact, I believe that there is tremendous potential for and interest in this interface research. I would like to see more manuscripts reporting such research submitted to *JIBS*. Studies which describe how business is done in one country are not considered international business research, but comparative studies are. In fact, other things being equal, the more countries considered, the better.

It is clear that many topics are important to the field of international business. It is necessary for research to be done in all of these fields and such research will help us better understand international business. However, it has always been *JIBS* policy to encourage researchers in related fields to publish their findings in journals more appropriate for those topics.

The goal of *JIBS* has always been to publish the best possible research in international business. The more central the research question, the more relevant it is to the majority of our readers.

David A. Ricks