EDITORIAL

The *JIBS* 2016 Decade Award: A quarter century of *Culture's Consequences*: a review of empirical research incorporating Hofstede's cultural values framework

John Cantwell¹ and
Alain Verbeke²

¹Rutgers University, Newark, USA; ²University of
Calgary, Calgary, Canada

Correspondence:

J Cantwell, Rutgers University, Newark, USA.
e-mail: cantwell@business.rutgers.edu

The Selection Committee for the *JIBS* Decade Award was pleased to recommend the presentation of the 2016 *JIBS* Decade Award, recognizing the most influential article published in *JIBS* ten years ago, to Bradley L. Kirkman (North Carolina State University), Kevin B. Lowe (University of Auckland) and Cristina B. Gibson (University of Western Australia) for their 2006 article, "A quarter century of *Culture's Consequences*: a review of empirical research incorporating Hofstede's cultural values framework" (*JIBS*, 37(3): 285–320).

The award, sponsored by *JIBS'* publisher Palgrave Macmillan, is designed to recognize the most influential paper published in the *Journal of International Business Studies* ten years prior and is presented at the annual AIB conference. In order to be considered for the *JIBS* Decade Award, an article must be one of the five most cited articles published in *JIBS* for the year being considered.

The 2016 Selection Committee members were Kendall Roth (Chair, selected by the *JIBS* Editor-in-Chief), the current AIB Program Chair Charles Dhanaraj, and immediate past AIB Program Chair Ram Mudambi. Then *JIBS* Editor-in-Chief John Cantwell was an ex officio, non-voting committee member. The Selection Committee examined total citations, total number of journals citing the paper, and total number of leading journals (excluding *JIBS*) citing the paper to determine the top five most cited articles. The Committee read and discussed the top five nominees and then voted on the winning article.

In recommending the award-winning article, the Committee noted that: "The Kirkman, Lowe, and Gibson paper provides a comprehensive review of empirical research on Hofstede's cultural framework. They skillfully organize studies around twenty wide-ranging research topics, at three different levels – individual, group, and country. Using a wide canvas, they are able to synthesize the influence of culture in a number of fields beyond international business, including leadership, team behavior, and others. One of the major contributions of the article is to critically assess culture research to raise fundamental questions regarding the theoretical and methodological underpinnings of Hofstede's work. The

authors advocate the need for studies that examine multiple levels and extend the analysis to the within-country context. Further, they also highlight issues of sample equivalence and effect size in culture studies. Over the last decade, scholars from within and outside IB have responded, undertaking research in precisely these areas. Given the impressive breadth of the fields that have cited Kirkman et al.'s work, it is truly an outstanding *JIBS* paper that has had influence beyond the IB research community."

At the AIB Annual Meeting in New Orleans in June 2016, Professors Kirkman and Lowe and invited discussants Sjoerd Beugelsdijk (University

of Groningen) and Timothy Devinney (Leeds University), made a retrospective presentation of the work and discussed where the field has progressed and where it should go next in studying the influence of culture in IB.

What follows in this issue are the authors' written Retrospective, together with the discussants' and co-authors' Commentaries, based on that AIB 2016 session. For the original 2006 article, please visit <http://www.jibs.net>, where it is free to download, along with all other past Decade Award winners.