LETTER FROM THE EDITOR-IN-CHIEF

This Supplement to the Tenth Anniversary Issue of JIBS contains additional analytical essays and review articles that could not be included in the first Special Anniversary Issue published Spring/Summer 1981. As in the previous issue, these articles were evaluated by four referees and, generally, were revised considerably. The last article, "The Influences of Subcultural and Personality Factors on Consumer Acculturation," by Leon Schiffman, William Dillon, and Festus Ngu-mah, though not a part of the Anniversary Issue, was added to complement the number.

These two Special Issues should be of great interest to scholars, teachers, and students of International Business as well as to many business and government officials. In various ways, the articles in these issues synthesize past research, discuss the present state of knowledge in specific fields, and make suggestions for future research. Many articles concentrate on trends in their fields or implications for international public policy or managerial decision making.

Despite the considerable research undertaken in international business over the last two decades, as these articles indicate, the agenda for scholars to augment our meaningful knowledge continues to be substantial. With the major changes in international management and global environments, the challenges are even greater for scholars to break new ground in advancing theoretical, conceptual, and empirical knowledge in the field.

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Editor-in-Chief