

## LETTER FROM THE EDITOR-IN-CHIEF

In this and the Spring/Summer 1983 issues of JIBS, the Section Editors have made important suggestions regarding priorities in research in the functional and specialized fields of international business. These suggestions should be helpful to scholars who are considering topics for research and publication in JIBS. As the articles of the Section Editors show, the opportunities to advance many key subjects of international business are vast.

Although considerable progress has been made during the last 2 decades in expanding our knowledge of international business, there are many topics where scholars have only begun to understand the theoretical and empirical aspects, especially in their managerial implications.

As Editor of JIBS during the last 8 years, I have observed that academicians often concentrate their efforts on a limited range of topics in international business and hesitate to venture into more challenging, untried fields. There seems to be a "follow the leader" effect, where many academicians concentrate on certain topics in current fashion. There is also too much effort devoted to "reinventing the wheel," and to looking for an easy, more comfortable road on which to roll it. What we need is to attempt new subjects that require innovation and rigorous approaches. We need research that will venture into less known areas, formulate more challenging hypotheses, develop new data sources, and advance knowledge in such topics. We also need interdisciplinary, conceptual, and empirical research on many aspects of international managerial decision making. In my judgment, academicians should seriously consider the suggestions of the Section Editors. From careful reading of a number of articles in JIBS, academicians will find other specific suggestions for new research. For example, authors of many articles in the 2 Special Tenth Anniversary issues of JIBS (Spring/Summer 81 and Fall 81) made pertinent suggestions. Professor Anant Negandhi makes other suggestions for research in his lead article on cross-cultural management in this issue. Thus, scholars have a substantial agenda for significant research in international business. What we need now is the dedicated effort of academicians to undertake and advance this research.

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Editor-in-Chief

### MANUSCRIPT SUBMISSION FEE

Beginning March 1, 1983, JIBS will require the payment of a manuscript submission fee of \$20 for members of the Academy of International Business and \$30 for nonmembers of the Academy. This fee will apply to all new manuscripts, except notes, comments, book reviews, manuscripts for Special Issues, and those solicited by the Editors.

The main purpose of this manuscript submission fee is to cover the costs of expanding the size of the *Journal* so that we can publish accepted articles more expeditiously. We shall also strive to expedite the refereeing of manuscripts that are submitted to JIBS. The Editors want to reduce the time between the submission of manuscripts and their publication.