

Most cited articles and authors in global strategy research[☆]

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Abstract

Recent reviews of global strategy research have documented a number of top contributors based on the number of their publications. However, no citation analysis has been conducted to ascertain the impact and influence of this research. In response, we have conducted the first ever citation analysis of 393 global strategy articles in nine leading journals published during the 1990s. Our findings identify the 25 most cited articles in the nine journals, the top 40 authors who publish these most cited articles, and the most cited articles in each of the 16 categories (subfields) of global strategy research. We also find that there is relatively little correlation between the set of 30 most prolific authors identified by Lu [Lu, J.W., 2003. The evolving contributions in international strategic management research. *Journal of International Management*, 9, 193–213.] and our set of 40 most cited authors. Among the 30 most prolific contributors, only eight (27%) have authored one of the top 25 most cited articles. Conversely, 32 (80%) of the 40 authors who publish the top 25 most cited articles are not on the list of most prolific authors. The eight leading authors who excel in both volume and influence of their research—Paul Beamish, John Hagedoorn, Jean-Francois Hennart, W. Chan Kim, Anoop Madhok, Arvind Parkhe, Mike Peng, and Aimin Yan—are surveyed to offer their insights on how to craft high impact research.

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Table 1

The top 25 most cited articles published in the nine journals during 1991–2000 (inclusive) in global strategy research¹

Rank (total citations/ excluding self-citations)	Article
1 (351/351)	Hamel G., 1991. Competition for competence and interpartner learning within international strategic alliances. <i>Strategic Management Journal</i> 12 (Special Issue), 83–103.
2 (139/134)	Hennart J.-F., 1991. The transaction costs theory of joint ventures: an empirical study of Japanese subsidiaries in the United States. <i>Management Science</i> 37, 483–497.
3 (126/126)	Collis D., 1991. A resource-based analysis of global competition: the case of bearings industry. <i>Strategic Management Journal</i> 12 (Special Issue), 49–68.
4 (114/111)	Parkhe A., 1993. Messy research, methodological predispositions, and theory development in international joint ventures. <i>Academy of Management Review</i> 18, 227–268.
5 (118/112)	Yan A., Gray B., 1994. Bargaining power, management control, and performance in United States–China joint ventures: a comparative case study. <i>Academy of Management Journal</i> 37, 1478–1517.
6 (110/103)	Parkhe A., 1991. Interfirm diversity, organizational learning, and longevity in global strategic alliances. <i>Journal of International Business Studies</i> 22, 579–601.
7 (104/99)	Gupta A.K., Govindarajan V., 1991. Knowledge flows and the structure of control with multinational corporations. <i>Academy of Management Review</i> 16, 768–792.
8 (101/95)	Inkpen A.C., Beamish P.W., 1997. Knowledge, bargaining power, and the instability of international joint ventures. <i>Academy of Management Review</i> 22, 177–202.
9 (96/94)	Geringer J., Hebert L., 1991. Measuring performance of international joint ventures. <i>Journal of International Business Studies</i> 22, 249–263.
10 (93/87)	Barkema H.G., Bell J.H., Pennings J.M., 1996. Foreign entry, cultural barriers, and learning. <i>Strategic Management Journal</i> 17, 151–166.
11 (89/88)	Chatterjee S., Wernerfelt B., 1991. The link between resources and type of diversification: theory and evidence. <i>Strategic Management Journal</i> 12, 33–48.
12 (86/85)	Agarwal S., Ramaswami S., 1992. Choice of foreign market entry mode: impact of ownership, location and international factors. <i>Journal of International Business Studies</i> 23, 1–27.
13 (80/80)	Kim W.C., Hwang P., 1992. Global strategy and multinationals' entry mode choice. <i>Journal of International Business Studies</i> 23, 29–53.
14 (80/73)	Hitt M.A., Hoskisson R.E., Kim H., 1997. International diversification: effects on innovation and firm performance in product-diversified firms. <i>Academy of Management Journal</i> 40, 767–798.
15 (79/74)	Hagedoorn J., Schakenraad J., 1994. The effect of strategic technology alliances on company performance. <i>Strategic Management Journal</i> 15, 291–309.
16 (78/66)	Peng M.W., Heath P.S., 1996. The growth of the firm in planned economies in transition: institutions, organizations, and strategic choice. <i>Academy of Management Review</i> 21(2), 492–528.
17 (75/74)	Kobrin S., 1991. An empirical analysis of the determinants of global integration. <i>Strategic Management Journal</i> 12 (Special Issue), 17–31.
18 (75/73)	Dyer J.H., 1997. Effective interfirm collaboration: how firms minimize transaction costs and maximize transaction value. <i>Strategic Management Journal</i> 18, 535–556.
19 (74/74)	Schneider S., DeMeyer A., 1991. Interpreting and responding to strategic issues: the impact of national culture. <i>Strategic Management Journal</i> 12, 307–320.
20 (73/73)	Chang S., 1995. International expansion strategy of Japanese firms: capability building through sequential entry. <i>Academy of Management Journal</i> 38, 383–407.
21 (70/70)	Rosenzweig P., Singh J., 1991. Organizational environments and the multinational enterprise. <i>Academy of Management Review</i> 16, 340–361.
22 (65/65)	Kogut B., 1991. Country capabilities and the permeability of borders. <i>Strategic Management Journal</i> 12 (Special Issue), 33–47.
23 65/64)	Erramilli M., 1991. The experience factor in foreign market entry behavior of service firms. <i>Journal of International Business Studies</i> 22, 479–501.
24 (65/63)	Nohria N., Garcia-Pont C., 1991. Global strategic linkages and industry structure. <i>Strategic Management Journal</i> 12 (Special Issue), 105–124.

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Table 2
The most cited articles in each of the 16 categories (subfields) in global strategy research¹

Category	Article	Total citations/excluding self-citations
<i>Environment</i>		
Environmental/ industry analysis	Peng M.W., Heath P.S., 1996. The growth of the firm in planned economies in transition: institutions, organizations, and strategic choice. <i>Academy of Management Review</i> 21, 492–528.	78/66 (top 16)
Cultural (national)	Barkema H.G., Bell J.H., Pennings J.M., 1996. Foreign entry, cultural barriers, and learning. <i>Strategic Management Journal</i> 17, 151–166.	93/87 (top 10)
Scenario development/ political risk analysis	Boddedwyn J., Brewer T., 1994. International business political behaviors: new theoretical directions. <i>Academy of Management Review</i> 19, 119–143.	46/46 (not in top 25)
<i>Leadership and organization</i>		
Internal coordination	Gupta A.K., Govindarajan V., 1991. Knowledge flows and the structure of control with multinational corporations. <i>Academy of Management Review</i> 16, 768–792.	104/99 (top 7)
Boards of directors	Hitt M.A., Hoskisson R.E., Kim H., 1997. International diversification: effects on innovation and firm performance in product-diversified firms. <i>Academy of Management Journal</i> 40, 767–798.	80/73 (top 14)
Decision making	Calori R., Johnson G., Sarnin P., 1994. CEOs cognitive maps and the scope of the organization. <i>Strategic Management Journal</i> 15, 437–457.	46/41 (not in top 25)
Structure	Malnight T.W., 1996. The transition from decentralized to network-based MNC structures: an evolutionary perspective. <i>Journal of International Business Studies</i> 27, 43–65.	23/22 (not in top 25)
Culture (corporate)	Nohria N., Ghoshal S., 1994. Differentiated fit and shared values: alternatives for managing headquarters-subsidiary relations. <i>Strategic Management Journal</i> 15, 491–502.	35/35 (not in top 25)
<i>Strategy</i> ²		
Strategy typologies	Morrison A., Roth K., 1992. A taxonomy of business-level strategies in global industries. <i>Strategic Management Journal</i> 13, 399–418.	44/43 (not in top 25)
Corporate strategy formulation	Dunning J.H., 1998. Location and the multinational enterprise: a neglected factor? <i>Journal of International Business Studies</i> 29, 45–66.	53/53 (not in top 25)
Corporate strategy implementation	Nohria N., Garcia-Pont C., 1991. Global strategic linkages and industry structure. <i>Strategic Management Journal</i> 12 (Special Issue), 105–124.	65/63 (top 23)
International diversification	Parkhe A., 1991. Interfirm diversity, organizational learning, and longevity in global strategic alliances. <i>Journal of International Business Studies</i> 22, 579–601.	110/103 (top 6)
Strategic alliances	Hamel G., 1991. Competition for competence and interpartner learning within international strategic alliances. <i>Strategic Management Journal</i> 12 (Special Issue), 83–103.	351/351 (top 1)
Business-level strategy formulation	Collis D., 1991. A resource-based analysis of global competition: the case of bearings industry. <i>Strategic Management Journal</i> 12 (special issue), 49–68.	126/126 (top 3)

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