



CONTEXTUALIZING THE SCIENTIFIC PRODUCTION ON INSTITUTIONS AND INTERNATIONAL BUSINESS IN JOURNAL OF INTERNATIONAL BUSINESS STUDIES FROM 2009 TO 2013

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The present study aims at contextualizing the scientific production on institutions and international business from 2009 to 2013, published in Journal of International Business Studies. We used a bibliometric study that parameterized some indicators, such as: i) country of affiliation of the authors; ii) type of study (empirical and/or theoretical); iii) method used (qualitative or quantitative); iv) institution being researched (formal or informal). Results indicate that there is a lack of empirical studies using qualitative methods. As emerging countries must be transformed from places where research is applied into places for knowledge production through their researchers, this study provides guidelines, mainly regarding the focus of the unit of analysis in research on the topic. Moreover, it helps to understand the current state and show future paths for research on international business.

Contextualisation de la production scientifique sur les institutions et les affaires internationales dans le Journal of International Business Studies entre 2009 et 2013

Cette étude contextualise la production scientifique sur les institutions et les affaires internationales entre 2009 et 2013 publiée dans le Journal of International Business Studies. Elle a recours à une analyse bibliométrique dont les paramètres sont quelques indicateurs, comme: i) pays d'affiliation des auteurs; ii) type d'étude (empirique et/ou théorique); iii) méthode utilisée (qualitative ou quantitative); iv) institution analysée (formelle ou informelle). Les résultats révèlent une déficience d'études empiriques ayant recours à des méthodes qualitatives. Comme les pays émergents, traditionnels lieux d'application de recherches, doivent être transformés en lieux où les chercheurs locaux doivent produire des connaissances, cette étude fournit des directives, essentiellement pour ce qui est de l'orientation de l'unité d'analyse dans des recherches sur ce sujet. En outre, elle aide à comprendre l'état actuel des choses et elle indique des voies de recherche sur les affaires internationales pour l'avenir.

Área temática: Estratégias internacionais em países emergentes

Keywords: International business; Institutions; Journal of International Business Studies.

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INTRODUCTION

It seems clear that the field of internationalization of companies have expanded considerably in the last few years. One research area that has been the center of attention is how institutions interfere with internationalization of companies, both in developed countries and emergent markets. The question is not whether the institutions import to the internationalization of companies or not, but how they do it (WANG et al., 2012). However, institutions alone do not present this relationship with internationalization, once the context, whether geographical, historical or organizational, becomes an essential factor when analyzing international business (MEYER, 2014). In this context, no organization is beyond the reach of the influence of institutions in order to legitimate the organization's decisions (PENG, 2002). However, rare are the attempts to understand the interaction between institutions, organizations, and strategic choices, mainly in emergent economies (PENG et al., 2008). Consequently, institutions no longer have a secondary role and assume a relevant character when formulating and implementing the strategy as a source of competitive advantage (INGRAM; SILVERMAN, 2002), while reflecting on their international performance (MAKINO; ISOBE; CHAN, 2004).

Hence, in order to understand the new frontiers for the study of international business strategy, we must consider location as the firms' distinctive factor. However, many forces still consider the effects of globalization for the international expansion of the firms (RICART et al., 2004). In this case, globalization speeds up the businesses between the countries, reducing the effects of differences in national contexts (MEYER, 2013). Institutions assume a predominant role for the firm's perpetuity, both in global and local context, interfering with internationalization of home-country or host-country firms.

In this paper, on the theoretical aspect, we attempted to review the studies approaching internationalization under the perspective of the institutions in the last five years (studies on international business linked to the institutions). Thus, the *Journal of International Business Studies* (JIBS) was used as reference. This journal publishes studies on international business and administration, besides being the official publication of the Academy of International Business. The impact factor (KEAR; COLBERT-LEWIS, 2011) in the last five years were 5.183, according to Thomson Reuters' Citation Reports (JCR, 2014), and 3.062 for the year 2012, according to *Journal Citation Reports* (JIBS, 2014).

The *Journal of International Business Studies* has also been characterized for integrating knowledge in the network of business and management-related journals. On one hand, it has provided a summary of ideas and methods among different disciplines, while integrating different sources of knowledge. On the other, it has influenced other *journals* because of its interdisciplinarity (CANTWELL; PIEPENBRINK; SHUKLA, 2014). **Therefore, through a bibliometric survey of the JIBS production in the last five years (from 2013 to 2009), we attempted to contextualize the international scientific production on institutions and internationalization in this journal.**

We hope this study contributes to integrate future research on the addressed topics, by connecting the perspectives used in a referred international academic setting. Moreover, the



topic is consistent, since highlights the limits of a theory of international business – in this case, connected to institutions – considering the context it is surrounded by (MEYER, 2013). Studies that have been developed assessing these specificities are a proof of that, as national institutions influence international business (BEVAN; ESTRIN; MEYER, 2004; GLOBERMAN; SHAPIRO, 2003), the historical evolution of the institutions in international business (CANTWELL; DUNNING; LUNDAN, 2010), and the relationship between institutions and organizational strategies (LAWRENCE, 1999; TRACEY; PHILLIPS, 2011).

We divided this study into five sections. After the introduction, the concepts used to define internationalization and institutions are presented, whether they are formal or informal. In the next section, we presented the operationalization of the method used, along with a detailed description of how we conducted the research. Next, we show the results, while the survey found is evaluated. Finally, we described the final considerations on the topic, as well as we propose a future agenda of research.

1. THEORETICAL BACKGROUND

Institutions play an essential role in understanding international business, as they enable a multilevel analysis of countries, supply chains, firms, and individuals. Research on international business, in turn, also must advance under several contexts, while separating the general from the specific and furthering the general theory and the transposition from theory into practice (MEYER, 2013).

1.1 Internationalization

Internationalization is the process of companies entering or widening their performance for a transnational dimension through trade in goods and services, usually through exportation and importation. This performance must occur systematically, involving supplying, fabrication, and commercialization activities, by aiming at acquiring resources, making negotiations, reaching new markets, and achieving efficiency gains (BUCKLEY; GHOURI, 1999; CAVUSGIL; KNIGHT; RIESENBERG, 2010; DUNNING, 1988). In line with this vision, Hitt, Ireland and Hoskisson (2008) state that international markets enable the creation of additional opportunities regarding the domestic market and multinational firms. However, the very definition of this term – *multinational enterprise* (MNE) – is still evolving. According to Dunning and Lundan (2008), MNE is used to refer to the coordination of a system of domestic and foreign activities. On the other hand, Vahlne and Johanson (2013) realize that a better definition is found on the term *multinational business enterprise* (MBE), which predicts the firm's ability to build, develop, and coordinate business multinational structures, involving both internal and external actors.

Regardless of how the firm's internationalization is understood, international expansion can be seen as a complex and dynamic configuration dealing with micro-political conflicts for power. These conflicts occur in different levels, where actors or social groups, inside and outside the company, interact, aiming at the creation of temporary balances of power configuration of how organizational relationships and processes are formed. Within this context, institutions assume three roles: i) co-creators of a set of actors and groups, as



well as their functions and identities; ii) resources or restrictive forces when choosing actors; and iii) creators of the rules and environment's regulators (MORGAN; KRISTENSEN, 2006).

Considering this perception of conflict, institutional tensions become relevant when analyzing MNEs. These firms operate in many institutional environments, deliberating over a variety of contexts, restricting or creating the conditions for making business (CANTWELL; DUNNING; LUNDAN, 2010). Moreover, they deal with increasingly complex structures between matrix and subsidiaries, demanding the development of dynamic capacities that may help firms to obtain and consolidate competitive advantages (TEECE, 2014). However, Dunning and Lundan (2010) note that MNEs deal with more institutional tensions than domestic firms do, not only because of the many environments in which they are organized, but also because of the creation of new institutions inside the very firm.

Emerging countries' companies do not have much experience in international businesses and are not very familiar with the environment of other countries (DEMIRBAG; TATOGLU; GLEISTAR, 2009). They often present a configuration of resources different from companies of same industries coming from developed countries (GAUR; KUMAR, 2009). Besides, they may not have the necessary (capital, managerial, and technological) resources to compete in international markets, causing a rise in costs, mainly in the first stages of internationalization (GAUR; KUMAR, 2009). They also tend to be smaller, less technologically advanced, and less sophisticated in terms of resources. Moreover, the effect of the origin country affects negatively the image of the organization (CUERVO-CAZURRA; GENC, 2008). In order to explain facts like these, the theoretical evolution of studies of international businesses started with economic theories attempting to explain and justify the international financial flow on a macroeconomic dimension. Then, it started to focus on industry in an intermediate dimension, and lately, influenced by Penrose's studies (1959), it evolved to a micro dimension, which is the firm. Moreover, today the institution theory has gained power as a basis to explain the internationalization, mainly motivated by the importance of emerging economies and their organizations.

According to Dunning e Lundan (2008), the classical and neoclassical economic theories were commerce models focusing on the explanation of where the production was located. The international market was assumed as a cost mechanism. These theories presented some specific characteristics (which in the end generated gaps), such as: peculiarities of each organization (resources, capacities, and proprieties) were ignored; resources were immutable between frontiers, and mutable inside the frontiers; firms had limited rationality and used to engage in one activity only; search for maximization of results; prices determined where resources should be located. These elements represented the characteristics of perfect markets. Therefore, the study of international businesses is in general an answer to these gaps and is usually divided into two major approaches: the economic and the behavioral one.

The internationalization process, under an economic approach, addresses the theories of internationalization as a bias directed to rationalization and control of the involved costs and economic factors (BUCKLEY; CASSON, 2009; DUNNING, 1980; 1988; VERNON, 1966; 1979; ANDERSON; GATIGNON, 1986). On one hand, under a behavioral approach, the internationalization of a firm present gradual stages of involvement with the external market: (i) non regular exporting activities; (ii) exportation through independent agents; (iii) establishment of international sales through a subsidiary located overseas; (iv) installment of production and manufacture units overseas (JOHANSON; WIEDERSHEIM-PAUL, 1975;



JOHANSON, VAHLNE, 1977; 1990; 2009). There are yet the *born globals*: companies that were internationalized since or soon after its foundation, focused on a market niche, increasingly active in the negotiations outside its domestic market (OVIATT; MCDOUGALL, 1994).

1.2 Institutions

Institutions are restrictions built by human beings that structure the social, economic, and political interaction. They consist of formal rules (constitutions, laws, and propriety rights) and informal restrictions (sanctions, taboos, customs, traditions, and codes of conduct) (NORTH, 1990). An institutional system will only be complete through the interaction between formal institutions and informal institutions. In addition, we must consider that institutional changes may derive from the changes taken place in formal institutions, informal institutions, or even in both of them, as well as in their functioning mechanisms (CANTWELL; DUNNING; LUNDAN, 2010). Regardless, through their formal or informal structures, institutions will operate to carry out economic and social transactions that will, in turn, affect any strategic decision adopted by the firm (NORTH, 1990).

Institutions enable acting and reducing risks, by making attitudes from other agents more understandable and predictable. Simultaneously, they enable and restrict the actors' behavior in an organizational field (TRACEY; PHILLIPS, 2011). Following organizational strategies, the firm attempts to reach and maintain a legitimacy before the environment, as shown by a general perception that their actions are appropriate, wanted or in line with the system socially formed by norms, values, beliefs and definitions (SUCHMAN, 1995). This legitimacy is reached, usually, through isomorphism, resulting in firms sharing strategies, practices, or processes because of the sharing of the same environment (DIMAGGIO; POWELL, 1983).

In international business, subsidiaries deal with isomorphic pressures, both from the internal environment and the external environment. Firms are coerced to adopt a mimetic behavior in relation to the matrix, as well as to submit themselves to the institutional environment from the host country. Thus, subsidiaries deal with *institutional duality*, in which they are pressured to manage a set of practices from the matrix, as well as to assume new local practices. In this context, the administration of the MNE must understand that institutions make the firm more legitimate in this setting: the relationship with the matrix or with the host country (KOSTOVA; ROTH, 2002).

Thus, firms immersed in internationalization process are constantly involved with institutional systems, under the influence of different levels and factors of institutions, but inside a multidimensional environment, that is, a non-linear, fragmented, and dynamic environment. However, through the relevant role performed by the firms in the context of internationalization, they overcome the deterministic view of institutional accommodation, while building, manipulating, and negotiating its own institutional environment (KOSTOVA; ROTH; DALCIN, 2008).

Specifically, emergent markets, characterized by fragile or inexistent institutions, create an environment prone to *institutional voids*, that is, a reality that can have a negative impact, hindering the formation of markets, economic development and capital, work, and products exchanges (KHANNA; PALEPU, 1997). Firms from emerging countries deal with



this setting in two ways: i) by forming business groups that provide access to human, financial, and technological resources, enabling them to overcome limitations of the institutions (KHANNA; PALEPU, 1999; 2000); ii) by expanding itself internationally in order to not be affected by *institutional voids*, such as lack of legal protection or propriety rights, lack of incentives to the markets, a non effective or transparent judiciary system, inefficient market intermediates, political instability, unpredictable regulatory changes, government interference, bureaucracy and corruption in the public services (STAL; CUERVO-CAZURRA, 2011).

In emerging markets, many factors are sensitive to the influence of the institutions. The existence of an effective legal system is a pre-requisite for economic investment and development (NORTH, 1990). On the other hand, the abuse of political power for the private benefit – political corruption – can discourage the industry activity or increase the investment cost (BRUNETTI; KISUNKO; WEDER, 1997; HABIB; ZURAWICKI, 2002). Unstable, unreliable, or inefficient political institutions can become a risk represented by the possibility of nationalization or expropriation of active, civil or ethnic conflicts, and inability to send remittance of profits to the parent company (BANERJEE et al., 2006). Finally, institutional economic and financial risks imply high levels of economic instability, de exchange rate volatility, inefficiency of capital market, and high inflation rates. Consequently, the reflects affect the levels of investments of the firm, as well as its market value, and compliance of consumer market (GECZY; MINTON; SCHRAND, 1997; DE SOTO, 2000; BANERJEE et al., 2006).

The institutional conditions form a complex scenario incorporating not only laws and rules, but also cognitive factors, such as culture and business practices (NORTH, 1990), social structures, and financial systems (FLIGSTEIN, 1996; KOSTOVA, 1999). The very institutional model states this concept when reassuring that the survival of the organization is determined by the alignment with the institutional environment, that is, it depends on resilience before external pressures (KOSTOVA; ROTH; DALCIN, 2008). An institutional system will only be complete through the interaction between formal institutions and informal institutions (DUNNING; LUNDAN, 2008; 2010). Regardless of this fact, institutions will operate through its formal or informal structures to achieve the economic and social transactions that, in turn, will affect any strategic decision to be adopted by the firm (NORTH, 1990). Still according to North (1990), institutions paly an essential role to the economy of any nation, since they reduce the uncertainties and become reference for the individuals. When the institutions are inefficient or the propriety rights are not guaranteed, while generating high transaction costs, an environment unfavorable to the success of the country is identified. This type of institutional background is more visible in underdeveloped nations, due to political and economic institutions discouraging the productive activity.

Furthermore, firms that share the same environment can be related to the same institutions. However, the combination of formal and informal institutions, with distinctive levels between them, will generate different results (ALSTON; EGGERTSSON; NORTH, 1996). Besides, "two institutions can be said to be complementary if the presence or (the efficiency) of one increases the returns from (or efficiency of) the other" (HALL; SOSKICE, 2001, p. 17). Countries with a more synchronized set of institutions have a better performance than other countries, by having a comparative institutional advantage. Thus, the recessive institutions are dominated by those that have supremacy (FRIEL, 2011). Measuring the

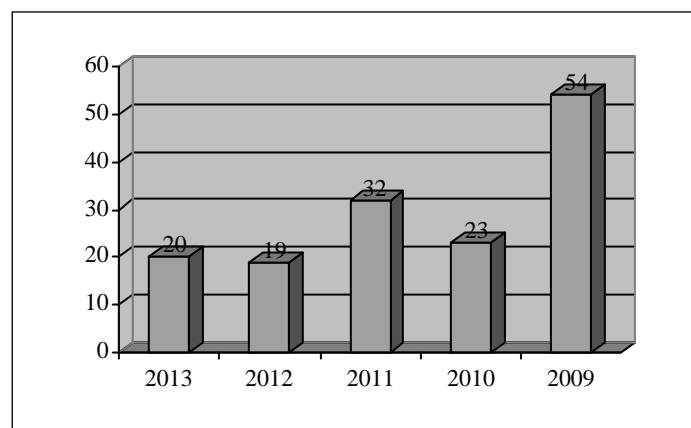
institutional force is a path to be taken through descriptive, qualitative, and quantitative instruments. However, we must remember that every institutional context is different from one another, but the goal is considerate every firm as having its own institutional arrangement, while aiming to achieve a better performance (PENG; WANG; JIANG, 2009).

2. METHOD

The present study is based on the bibliometric analysis of papers published in JIBS, journal chosen because of the high impact factor, as well as its relevance in the field of international business and administration studies. JIBS has been ranked on the top 10 business journals since 2007, which is when Thomson Reuters' Citation Reports (JCR) began publishing the 5-year journal impact factors. In addition, it has encouraged researchers to discuss theory and methodology not only in their area, but also in an interdisciplinary way (CANTWELL; PIEPENBRINK; SHUKLA, 2014)).

Bibliometric research leads to a set of indicators that can be combined, aiming at the creation of a useful and updated setting of the environment of research (KING, 1987). Bibliometrics is a tool that contextualizes the state of science through general scientific production in a particular, specific level. It places the country in relation to the world, an institution in relation to the country, and researchers in relation to their community. The results provide information that helps decision-making, once they are associated with other indicators (OKUBO, 1997). The bibliometric research is one of the rare fields of interdisciplinary research extending over almost all areas of science (GLÄNZEL, 2003). Once there is the opportunity to research the contextualization of the scientific production about the topics *institutions* and *internationalization*, this study comprised publications in JIBS from 2009 to 2013, that is, in the last five years. From 225 papers, 148 of them conform to the topics delimited during the period from 2009 to 2013 (Figure 1).

Figure 1 – Number of papers developed using *institutions* from 2009 to 2013



Source: JIBS (2013).

Based on the reading of the papers selected, the ones that used the term *institutions* in their theoretical background were identified. Though there has been an annual reduction in the publication of papers with the topics *institutions* and *internationalization*, there are specific



topics that encourage researchers to move their studies into different areas of investigation such as *International Business Responses to Institutional Voids* (JIBS, 2014).

We used the content analysis technique to analyze the data, since it enables inferring knowledge through the generation of quantitative indicators or not (BARDIN, 2011), or the use of categories obtained from theoretical models (FLICK, 2009). In this case, a content analysis was a mean to achieve a goal, enabling the interpretation of the move adopted by editors, reviewers and authors of a journal, while reflecting the evolution of their priorities over time (FURRER; THOMAS; GOUSSEVSKAIA, 2008). The analysis categories used were: i) title; ii) year; iii) authors; authors' affiliation; iv) country; v) keywords; vi) type of study; vii) method of study; viii) local of application of the study; xix) type of institution (formal or informal). The results were classified following these categories, as we show in the example in Table 1.

We must observe that showing these authors' results was not our focus here, since bibliometric studies deal with papers with many authors, which may lead to damages to the quality of the studies, due to retraction, low rate of citation, or even dispute of authorship, affecting negatively the results (GLÄNZEL, 2003).

3. RESULTS

Based on the previously defined categories, the papers were classified following several aspects. Initially, the authors' participation was considered, according to their affiliation, that is, their academic field of expertise on the date the paper was published. The prominent scientific production of some countries, such as Canada, China, United States, and United Kingdom (Table 2) is noteworthy.



Table 1 – Papers published in 20013

CODE	TOPIC/ YEAR	TITLE	AUTHORS: AFFILIATIONS	KEYWORDS	STUDY AND METHOD	PLACE WHERE THE STUDY WAS APPLIED	FORMAL/ INFORMAL
jibs20136a	Institutions	Trust between international joint venture partners: Effects of home countries	Gokhan Ertug: Lee Kong Chian School of Business, Singapore Management University, Singapore	trust; inter-organizational relationships; research methods; survey method; alliances and joint ventures	Empirical/ Quantitative: survey	165 international joint ventures	Informal
jibs20138a	Institutions	Overcoming the dual liability of foreignness and privateness in international corporate citizenship partnerships	Zahra Bhanji: Faculty of Education, York University, Canada	theories; transaction cost theory, transaction cost economics, or transaction cost analysis; business and society/business in society; institutional environment	Theoretical/ Qualitative: bibliographic analysis	-	Formal
jibs20139a	Institutions	National context and individual employees' trust of the out-group: The role of societal trust	Miriam Muethel: WHU – Otto Beisheim School of Management, Germany	interpersonal trust; national culture; cross-cultural management	Empirical/ Quantitative: multi-group confirmatory factor analysis	25,622 employees from 42 countries	Informal
jibs201312a	Institutions	Place, space, and geographical exposure: Foreign subsidiary survival in conflict zones	Li Dai: Department of Management, College of Business Administration, Loyola Marymount University, USA	geographic distance; political conflicts; political risk; subsidiary survival; subsidiary exit; place	Empirical/ Quantitative: regression model	670 Japanese multinational enterprises (MNE) subsidiaries in 25 conflict-afflicted host countries	Informal



Table 1 – Papers published in 2013 (continuation)

CODE	TOPIC/ YEAR	TITLE	AUTHORS: AFFILIATIONS	KEYWORDS	STUDY AND METHOD	PLACE WHERE THE STUDY WAS APPLIED	FORMAL/ INFORMAL
jibs201313a	Institutions	The liability of foreignness in international equity investments: Evidence from the US stock market	Bok Baik: College of Business, Seoul National University, South Korea	foreign institutional ownership; domestic institutional ownership; liability of foreignness; return predictability; information asymmetry	Empirical/ Quantitative: portfolio analyses	215,123 firm-quarter observations	Formal
jibs201314a	Institutions	Agglomeration, catch-up and the liability of foreignness in emerging economies	Anna Lamin: D'Amore-McKim School of Business, Northeastern University, USA	agglomeration; catch-up; upgrading; economic geography; liability offoreignness; firm entry	Empirical/ Quantitative: McFadden's conditional logit model		Formal
jibs201315a (1)	Institutions	Consequences of cultural practices for entrepreneurial behaviors	Erkko Autio: Imperial College Business School, UK	cross-cultural research/measurement issues; multilevel analysis; local entrepreneurial behaviors	Theoretical/ Qualitative: bibliographic analysis	-	Informal
jibs201319a	Institutions	Collectivism and corruption in bank lending	Xiaolan Zheng: Nottingham University Business School (NUBS), China	banking and finance; national culture; corruption	Empirical/ Quantitative: survey	3835 firms across 38 countries	Informal



Table 1 – Papers published in 20013 (continuation)

CODE	TOPIC/ YEAR	TITLE	AUTHORS: AFFILIATIONS	KEYWORDS	STUDY AND METHOD	PLACE WHERE THE STUDY WAS APPLIED	FORMAL/ INFORMAL
jibs201321a	Institutions	Liability of country foreignness and liability of regional foreignness: Their effects on geographic diversification and firm performance	Gongming Qian: Faculty of Business Administration, The Chinese University of Hong Kong, China	liability of country foreignness; liability of regional foreignness; intra- and inter-regional diversification; firm performance	Empirical/ Quantitative: survey	167 Canadian firms	Informal
jibs201322a	Institutions	Foreign venture capitalists and the internationalization of entrepreneurial companies: Evidence from China	Mark Humphery-Jenner: Australian School of Business, University of New South Wales, Australia	venture capital; private equity and portfolio diversification; China; crossborder investments; internationalization; initial public offerings (IPOs)	Empirical/ Quantitative: multivariate analysis	677 Chinese companies	Formal
jibs201326a	Institutions	National culture and corporate investment	Liang Shao: School of Business, Hong Kong Baptist University, China	national culture; innovation and R&D; finance; cultural dimensions; technology and innovation	Empirical/ Quantitative: regression analysis	68,329 firms from 44 countries	Informal



jibs201328a	Institutions	Connections to distant knowledge: Interpersonal ties between more- and less-developed countries	Daniel Z Levin: Management and Global Business Department, Rutgers Business School, Rutgers University, USA	diaspora; economic upgrading; emerging markets/countries/economies; knowledge transfer; long-distance communication; social networks	Empirical/ Quantitative: questionnaire	South African managers	Informal
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Table 1 – Papers published in 20013 (continuation)

CODE	TOPIC/ YEAR	TITLE	FIRST AUTHOR: AFFILIATIONS	KEYWORDS	STUDY AND METHOD	PLACE WHERE THE STUDY WAS APPLIED	FORMAL/ INFORMAL
jibs201330a	Institutions	How remote are R&D labs? Distance factors and international innovative activities	Davide Castellani: Finance and Statistics, University of Perugia, Italy	cross-border investments; geographic distance; institutional distance; innovation and R&D	Empirical/ Quantitative: survey	6320 firms in 59 countries	Informal
jibs201331a	Institutions	Licensee technological potential and exclusive rights in international licensing: A multilevel model	Preet S Aulakh: Schulich School of Business, York University, Canada	transaction cost analysis; transactional value; inter- organizational licensing; licensing exclusivity; intellectual property rights; multilevel model	Empirical/ Quantitative: cross-classified multilevel modeling	375 international licensing agreements of US firms in high- technology industries	Formal



jibs201332a	Institutions	FDI spillover effects in incomplete datasets	Alex Eapen: Research School of Management, Australian National University, Australia	knowledge and productivity spillovers; incomplete datasets; identification problems; Monte Carlo simulation; weighted instrumental variable estimator	Empirical/ Quantitative: Monte Carlo simulations	270.000 Chinese firms	Formal
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Source: JIBS (2013).

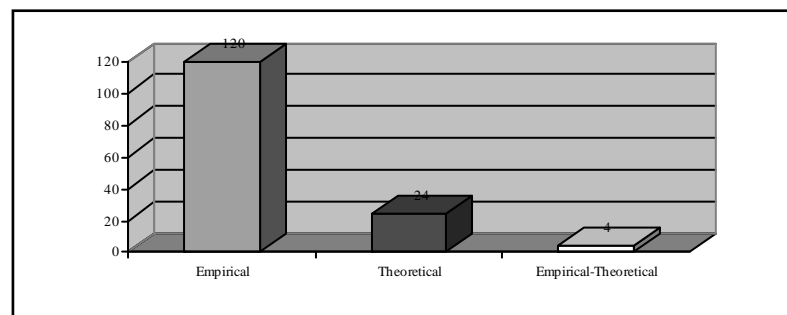
Table 2 - Papers developed using the word *institutions* according to authors' affiliation from 2009 to 2013

Country	Papers	Percentage	Country	Papers	Percentage
Arab Emirates	2	0,5	Italy	9	2,5
Australia	10	2,7	Japan	3	0,8
Austria	2	0,5	Norway	4	1,1
Belgium	2	0,5	New Zealand	3	0,8
Canada	46	12,6	Philippines	2	0,5
China	36	9,9	Portugal	1	0,3
Denmark	6	1,6	Singapore	12	3,3
Finland	6	1,6	South Africa	1	0,3
France	5	1,4	South Korea	6	1,6
Germany	11	3,0	Spain	7	1,9
Greece	1	0,3	Sweden	11	3,0
Guatemala	1	0,3	Switzerland	4	1,1
Holland	22	6,0	Taiwan	3	0,8
India	1	0,3	United Kingdom	29	8,0
Israel	/1	0,3	United States	117	32,1
			Total	364	100,0

Source: JIBS (2013).

The results are comparable to the main formation centers for researchers in the area of internationalization. Until the end of the last century, there was a dichotomy between North America (United States and Canada) and England. With the rise of China as an emerging economy, even more researcher have been studying in foreign countries and, consequently, publishing internationally. Moreover, the topic *institutions* – as well as the institution-based vision – has been emphasized, mainly in Asiatic countries, with the association of sociological and economic perspectives in the studies of internationalization.

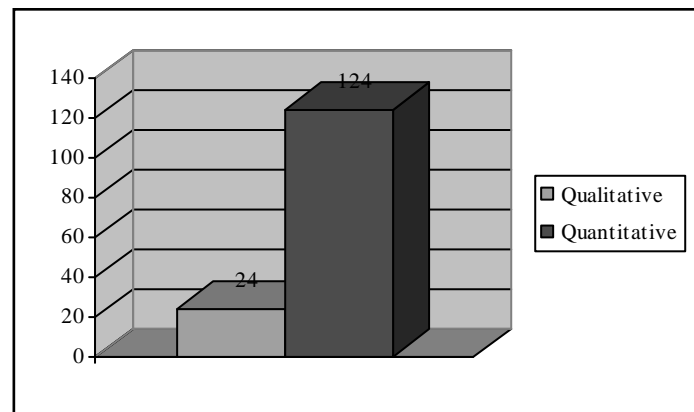
Considering the type of the study developed, we identified a prevalence of empirical papers (Figure 2), as well as the use of quantitative methods (Figure 3). The predominance of studies using quantitative methods is comparable to the results achieved by Vasconcellos et al. (2013), who conducted a survey of papers published in JIBS between 2003 and 2012, regardless of the addressed topic.

Figure 2 – Papers developed using *institutions* according to the type of study (2009-2013)

Source: JIBS (2013).

Regarding the small number of empirical-theoretical papers, only four papers were classified by their authors in this category (2 occurrences in 2009, 1 in 2010, and 1 in 2011). If, on one hand, this situation shows the difficulty in conciliating these two types of study, on the other, an opportunity of research is open, since there is a prevalence of quantitative studies associating institutions to international businesses.

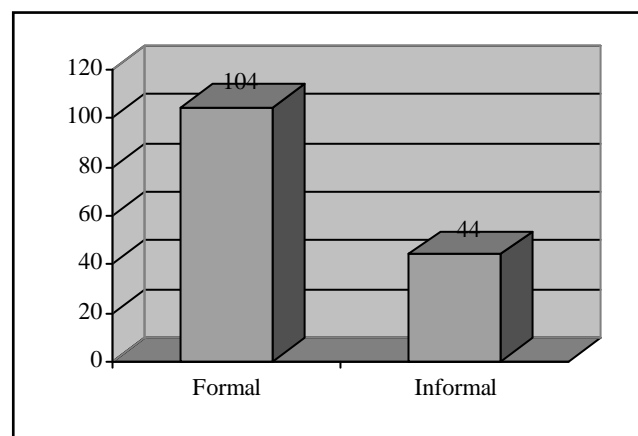
Figure 3 – Papers developed using *institutions* according to the method (2009-2013)



Source: JIBS (2013).

This study also deepens the segmentation in relation to the type of institutions, whether they are formal or informal. In this case, a major focus of researchers in working with formal institutions is emphasized, by using quantitative methods to collect the normative and cognitive dimensions from their samples (SCOTT, 1995) (Figure 4).

Figure 4 – Papers developed using *institutions* according to the type of institution (2009-2013)



Source: JIBS (2013).

When associating these results to other perspectives, we observe that both empirical studies and theoretical studies have focused on formal institutions, regardless of the method being qualitative or quantitative. However, when the type of study is concerned, the fact that there are so few publications of empirical papers based on qualitative methods is striking,



since only one of them attended the parameters, by addressing informal institutions (Table 3).

Table 3 – Papers *combining* type of institution, type of study and method (2009-2013)

	Qualitative		Quantitative	
	Formal institutions	Informal institutions	Formal institutions	Informal institutions
Empirical	0	1	85	34
Theoretical	15	7	0	2
Empirical- Theoretical	0	0	4	0

Source: JIBS (2013).

Thus, a research opportunity to be explored is identified, mainly regarding qualitative-like studies. Even with specific calls for qualitative papers on international business, as the one made in 2011 (VASCONCELLOS et al., 2013), not much space is given for the publication of studies like these. In this survey, we noticed that for the topics *institutions and internationalization*, there is another gap associated to the qualitative method – empirical studies –, enabling new investigations to be made.

4. FINAL CONSIDERATIONS

International businesses reflect the involvement of economic, social, and political systems and the firms' adaptation to them (NORTH, 1990). As important as this relationship is, Hoskisson et al. (2000) considered the speed and the nature of the institutional changes over the strategies of the firm, dealing in parallel with the international business theories. In this case, it is essential to consider which focus of the analysis unit is: i) individual; ii) firm; iii) supply-chain; iv) country. Thus, we establish perspectives to base concepts of a particular theoretical background.

In emerging countries, the institutional context is even more remarkable, due to both local fragilities and the very *institutional void*. However, the understanding of *institutional void* (KHANNA; PALEPU, 1997) is also seen as institutional plurality, that is, an intermediate position between conflict and contradiction over institutions (MAIR; MARTÍ; VENTRESCA, 2012). As establishing an agenda of research on international business seems to be a very complex task, understanding the levels of analysis and the evolution of the research in this field of study, based on the described results, becomes a much simpler task. This study tried to describe several perspectives that can open new frontiers for studies of international business through a bibliometric research of the JIBS. However, there are some questions regarding the relationship between *institutions* and *internationalization*: i) how can studies using qualitative methods be advanced? ii) How can the number of publications conciliating empirical studies using qualitative methods be increased? iii) How will emerging countries be transformed from places for research application into places for knowledge production?

Considering other similar study, there was not scientific production in JIBS related to any topic between 2003 and 2012, except for Chile. From the emerging countries, only China, with 10 papers, and India, with two papers, in the same period, had participation (VASCONCELLOS et al., 2013). Our results show that China had 27 papers about



institutions and internationalization in JIBS, whilst South Africa and India had one each. South-America did not have any paper published on the topics in the last five years in JIBS. With these results, we observed that China has taken a better advantage with this research opportunity than other emerging countries, both because of its economic rise and of the country being advancing as a pioneer in scientific research.

We used the bibliometric study, aiming to evaluate the past, while indicating the future trends. Therefore, the first step is to understand the gaps of research, while identifying opportunities of study in the field of *internationalization* and *institutions*. In this regard, this study presents this contextualization, by identifying lack of research associating qualitative methods to empirical studies.

This bibliometric research has contributed to the *internationalization* and *institutions* in two ways. First, it has provided an overview and map of the field, based on bibliometric data, which has helped to explain the developed researches. Second, it has exposed gaps in fulfilling the *internationalization* and *institutions* agenda, particularly with empirical-theoretical work and qualitative methods. Third, it has presented the difficulty of the emerging countries in becoming scientific research producers on the addressed topics, leaving behind the role of being just the object of research.

However, a limited setting is presented, since the study focuses on just five years, and even though the topic *institutions* has stood out in the last decades, it is still a limited horizon. Hence, they can be used by other relevant journals for comparison effects. Thus, we suggest that the period to be extended, as well as new topics to be added, deepening the study and the evolution of the research on international business.

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