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Editorial

## Corporate responsibility: A review of international management research from 1998 to 2007

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### ABSTRACT

Our review of corporate responsibility (CR) research in International Management journals during the past decade identified 321 articles of interest. We categorized and bibliographically referenced these articles to provide a foundation for future research in this arena. Our categorization scheme consisted of categorizing articles into one of the four major CR themes: corporate social responsibility, environmental responsibility, ethics, and governance. We also categorized according to orientation (theoretical and empirical), and empirical studies were further categorized according to methodology and internationalization (countries included in the study). We provide a detailed analysis of the prevalence of CR research in International Management journals, the prominence of the major CR themes, the degree of emphasis placed on empirical versus theoretical research, and the breath of international coverage in these articles.

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### 1. Introduction

What is the state of corporate responsibility (CR) research in international management and business journals? The goal of this paper is to assess the state of CR over the past decade (1998–2007). We begin to address this question by first noting that corporate responsibility has a social and an environmental component. Corporate social responsibility has been an issue discussed in the business literature for decades (e.g., Bowen, 1953; Carroll, 1999) and corporate environmental responsibility has increasingly become a topic of concern (Hart, 1995; Shrivastava, 1996; Starik and Rands, 1995). While these closely related issues have generally been dealt with separately in empirical research, we contend that the impact of social and environmental issues are fundamentally intertwined and transcend national boundaries. This is most clearly evident in the 2007 Report of the Intergovernmental Panel on Climate Change (<http://www.ipcc.ch/>) that identified the urgent need for action to counteract the threat of human-created pollution on the natural environment. Similarly, the globalization of trade has raised concerns about the moral and economic ramifications of cross-national disparities in ethical business conduct, labor and environmental standards, and human rights protection (Logsdon and Wood, 2002; Williams, 2004). Hence, we take a wide view of corporate responsibility (CR) as the integration – or at least the sum – of its social and environmental components.

In the subsequent sections of this paper we first discuss the methodology that we used to select the international management (IM) journals included in our review. Next, we identify the 321 articles in our review and bibliographically categorize them by themes and by the locations (countries and geographic focus) included in the empirical studies. In turn, we summarize the findings of our analyses by addressing the following four questions:

- What has been the level of emphasis on CR research in IM journals?

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- What has been the primary content focus of CR research in IM journals?
- Has the CR literature been predominantly theoretical or empirical in IM journals?
- How 'international' in scope has CR empirical research been in IM journals?

We conclude by introducing the four articles of this special issue with overviews of how each addresses the deficiencies in the current corporate responsibility literature that were identified in our review.

## 2. Methodology

### 2.1. The strategy for our review of CR research in International Management journals

We examined the prevalence of corporate responsibility articles published in international management and business journals over the past 10 years (1998–2007) to assess its documented impact on the literature. While recent years have seen the establishment of a number of international journals focused on publishing corporate responsibility related research (e.g., *Corporate Governance: An International Review*, *Greener Management International*), we were interested in learning the extent to which CR research has been 'mainstreamed' into the international management literature.

Our inquiry was similar in purpose and methodology as that of Lockett, Moon and Visser (2006) who examined the prevalence and content of corporate social responsibility (CSR) articles in ten management journals from 1992 to 2002. Based on their analysis, Lockett et al. (2006) concluded that CSR knowledge remains in a continuing state of emergence with considerable heterogeneity in research foci. They observed an increasing proportion of theoretical papers relative to empirical studies, as well as a greater emphasis on quantitative rather than qualitative empirical research. They also found that the most popular CSR research in these journals has been concerned with environmental issues and ethics. However, with the exception of the *Journal of Management Studies* which is based in the U.K., Lockett et al.'s (2006) set of management journals were primarily U.S.-based (*Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Journal of Management*, *Organization Science*, *Strategic Management Journal*, *Harvard Business Review*, *Sloan Management Review*, *California Management Review*). As such, these journals may reflect more of a U.S. and Anglo perspective on corporate responsibility priorities as well as research methodologies. Hence, one purpose of our examination was to see whether similar observations regarding the state of CR research can be made for international management journals.

### 2.2. Selection of international management journals

Our first step was to identify the full set of academic journals that are identified as focusing on international management and business. Given our interest in examining the extent to which CR research is in mainstream international management and business journals, we excluded specialized journals publishing on CSR, environmental issues, ethics, and governance topics (e.g., *Business Ethics Quarterly*, *Business Ethics: A European Review*, *Business and Society*, *Business and Society Review*, *Business Strategy and the Environment*, *Corporate Governance: An International Review*, *Corporate Social Responsibility and Environmental Management*, *Greener Management International*, *Journal of Business Ethics*, *Journal of Corporate Citizenship*).

Our next step was to eliminate journals that had not been published for the entire 10-year period (January 1998 to December 2007) of our analysis (e.g., *International Journal of Cross Cultural Management*, *International Journal of Management and Decision Making*). Another criterion for journal selection was that their articles during this time period needed to be available on the electronic databases (Business Source Premier and/or ABI/INFORM Proquest) which were used to identify articles.

Following these criteria, we retained 13 international management/business journals for our analysis. These included: *Asia Pacific Journal of Management (APJM)*, *Cross Cultural Management (CCM)*, *European Management Journal (EMJ)*, *International Business Review (IBR)*, *International Journal of Commerce & Management (IJCM)*, *International Journal of Human Resource Management (IJHRM)*, *International Journal of Management (IJM)*, *International Studies of Management and Organization (ISMO)*, *Journal of International Business Studies (JIBS)*, *Journal of International Management (JIM)*, *Journal of World Business (JWB)*, *Management International Review (MIR)*, and *Thunderbird International Business Review (TIBR)*. This set of journals includes journals that were established over 30 years ago (e.g., *TIBR* in 1959, *MIR* in 1960, *JWB* in 1965) as well as those established in the 1990s (e.g., *JIM* and *CCM* in 1994, *IBR* in 1992). While the majority of these journals have no particular geographic focus, *EMJ* focuses primarily on Europe research whereas *APJM* focuses on the Asia Pacific region. With two exceptions (*ISMO* and *TIBR*), these journals have non-U.S. headquartered publishers.

### 2.3. Selection of CR articles

The primary sources for journal article data were the Business Source Premier (EBSCO) and ABI/INFORM ProQuest electronic databases. When necessary, we used electronic journal access to publisher websites to check for special issues, total number of articles published each year, and issues not in either database.

For the 1998 to 2007 period, we conducted key word searches for four types of CR research: CSR, environmental, ethics, and governance. For CSR, the key words were: CSR, social responsibility, social, social performance, corporate citizenship, philanthropy/philanthropic, charity/charitable, community, volunteer/volunteerism, social compact, stakeholder/s, stakeholder relations, stakeholder theory, stakeholder management, accountability, accountable, reputation/reputational. The search key words for the

environmental theme were: environmental, environmental responsibility, environmental performance, sustainability, green, ecology/ecological, conservation, pollution, nature/natural. The key words for the ethics theme were: ethics, morals, corruption, ethical/unethical, crime/criminal, and integrity. And the key words for the governance theme were: governance, corporate governance, board, directors.

While we used the same key words as Lockett et al. (2006) for the environmental and ethics themes, we differed from their study in three ways. Whereas Lockett et al. (2006) used separate categories for 'social' and 'stakeholders', our search using the same key words revealed significant overlap between these two categories so they were combined into the CSR category. Unlike Lockett et al. (2006), we did not include "values" as a key word for CSR given that our focus was on CR rather than cross-cultural values orientations per se. Whereas Lockett et al. (2006) excluded governance from their analysis, we argue that responsible corporate governance is an important corporate responsibility and so should be included.

Paper titles and abstracts were reviewed to ensure that they were on one of the four CR topics. If an article was identified for two or more CR categories, the journal article was allocated to the category that was the dominant theme. Per Lockett et al. (2006), we excluded editorials, commentaries, interviews, book reviews, and very short articles (4 pages or fewer). In total, we identified 321 CR journal articles for inclusion in our analysis. To assess the extent that CR topics were considered in a journal, we also counted the total number of journal articles published by a journal during the same 10-year period (using the same exclusion criteria as for CR articles).

#### 2.4. Coding of journal articles

We began by coding journal articles into one of the four dominant themes of CR research: CSR, environmental, ethics, and governance. Next, we coded journal articles by orientation: theoretical or empirical. The theoretical category included both general essays and model building articles that developed theoretical propositions based on literature reviews. For empirical articles, we further examined the journal articles to code for the type of methodology: case study, content analysis, database research (i.e., analysis of secondary data), and survey. Next, to assess the international scope of the 242 empirical journal articles, we identified and categorized the countries in each of these studies. These countries were also coded according to their geographic/cultural region for subsequent analysis.

The Appendix consists of three parts which provide an index to the categorization of the 321 journal articles included in this review. In Part A of the Appendix, we provide a categorization scheme that identifies each article by its theme, orientation, and empirical research methodology. In Part B, we provide a categorization scheme that identifies articles by the countries and regions for which data were reported in each study. Finally Part C provides a bibliographical referencing of all 321 articles. We have included the information provided in the Appendix, in part, to provide the detailed data that serve as the basis for our summary statistics. However, more importantly, we have included this information to serve as a detailed reference source to assist future researchers who are interested in developing research projects that will contribute to the under-represented CR literature base in international management journals.

### 3. Results

In the following four subsections, we summarize the findings of our analysis of the CR research in these international management journals by responding to the four questions that we initially raised in this study.

#### 3.1. What has been the level of emphasis on CR research?

In assessing the extent to which CR topics have been addressed in international management journals, we found that 6.9% of the total number of articles (321 of 4671) published during the 1998–2007 period have focused on CR topics. *JWB* (13.5%), *ISMO* (10.3%), *JBS* (9.4%), and *EMJ* (9.2%) are journals that have most often featured CR topics, whereas these topics have been the least prevalent in *IJM* (2.4%) and *CCM* (2.7%). One contributing factor has been special issues on CR topics for which there have been two special issues for both *EMJ* (2000, 2007) and *JWB* (2003, 2006), and one special issue for *ISMO* (2006), *JBS* (2006), and *JIM* (2005). As identified by Olk and Griffith (2004), academic special issues can be particularly effective in knowledge dissemination as they are on average published more quickly and often have higher impact as measured by citation counts per article. Thus, the potential impact of CR research in international management journals may be enhanced by being featured in special issues. However, in general, this analysis suggests that there has been limited 'mainstreaming' of CR research as regular articles in the majority of international management journals.

#### 3.2. What has been the primary content focus of CR research?

In respect to the themes of CR research in international management journals, of the 321 CR articles published during the 1998–2007 period, there was a higher proportion of ethics articles (37%) than governance articles (25%) followed by environmental (19%) and CSR (18%) articles (see Table 1). These results differ in a few ways from those of Lockett et al. (2006) who examined CSR research in primarily U.S.-based management journals during the 1992–2002 period. Specifically, Lockett et al. (2006) observed that environmental and ethics topics were more prevalent than social and stakeholder topics. Similar to Lockett et al. (2006), we also found a higher prevalence of ethics topics, with CSR topics (CSR and stakeholder being combined in our study) being relatively

**Table 1**

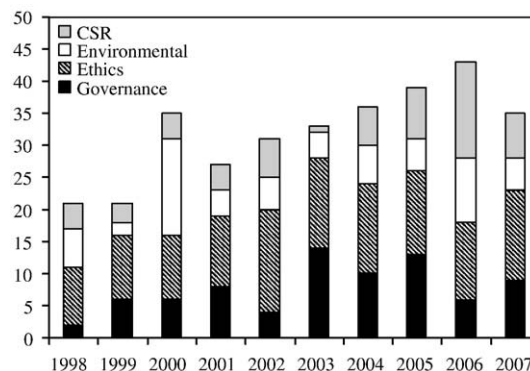
CR themes in International Management journal articles: 1998–2007

	CSR	Environmental	Ethics	Governance	Total # CR articles	Total # journal articles	% CR articles
Totals	59 (18%)	62 (19%)	119 (37%)	81 (25%)	321 (100%)	4671	6.9%
APJM	2 (14%)	0 (0%)	9 (64%)	3 (21%)	14 (100%)	225	6.2%
CCM	0 (0%)	0 (0%)	5 (100%)	0 (0%)	5 (100%)	184	2.7%
EMJ	15 (28%)	20 (34%)	9 (17%)	10 (19%)	54 (100%)	567	9.5%
IBR	1 (7%)	1 (7%)	8 (57%)	4 (28%)	14 (100%)	349	4.0%
IJCM	3 (18%)	5 (31%)	6 (37%)	2 (12%)	16 (100%)	193	8.3%
IJHRM	3 (15%)	2 (10%)	12 (63%)	2 (10%)	19 (100%)	825	2.4%
IJM	8 (16%)	10 (20%)	19 (39%)	11 (23%)	48 (100%)	644	7.4%
ISMO	5 (22%)	10 (45%)	3 (13%)	4 (18%)	22 (100%)	214	10.3%
JIBS	7 (19%)	3 (8%)	15 (40%)	12 (32%)	37 (100%)	392	9.4%
JIM	1 (6%)	1 (6%)	6 (26%)	9 (60%)	17 (100%)	210	8.1%
JWB	10 (27%)	3 (8%)	8 (22%)	16 (43%)	37 (100%)	267	13.5%
MIR	2 (10%)	4 (20%)	7 (35%)	7 (35%)	20 (100%)	282	7.1%
TIBR	2 (11%)	3 (16%)	12 (66%)	1 (5%)	18 (100%)	325	5.5%
Totals	59 (18%)	62 (19%)	119 (37%)	81 (25%)	321 (100%)	4617	6.9%
1998	4 (20%)	6 (30%)	8 (40%)	2 (10%)	20 (100%)	410	4.9%
1999	3 (14%)	2 (9%)	10 (47%)	6 (28%)	21 (100%)	417	5.0%
2000	4 (11%)	16 (44%)	10 (27%)	6 (16%)	36 (100%)	424	8.5%
2001	4 (15%)	4 (15%)	11 (41%)	8 (30%)	27 (100%)	450	6.0%
2002	6 (19%)	5 (16%)	16 (51%)	4 (13%)	31 (100%)	459	6.8%
2003	1 (3%)	4 (11%)	14 (41%)	15 (44%)	34 (100%)	471	7.2%
2004	7 (19%)	6 (17%)	13 (36%)	10 (28%)	36 (100%)	455	7.9%
2005	8 (21%)	5 (13%)	12 (31%)	14 (36%)	39 (100%)	524	7.4%
2006	15 (35%)	9 (21%)	11 (26%)	7 (16%)	42 (100%)	505	8.3%
2007	7 (20%)	5 (14%)	14 (40%)	9 (25%)	35 (100%)	494	7.1%

less prevalent. However, the relatively lower prevalence of environmental articles in international management journals is interesting given that three special issues on environmental topics were published in our journal sample (*EMJ* 2000, *EMJ* 2007, and *ISMO* 2006). Similarly, the relatively low prevalence of CSR articles would have been even lower if not for two special issues on CSR topics (*JIBS* 2006, *JWB* 2006). Further, the relatively high numbers of governance articles was no doubt aided by two special issues during this period (*JIM* 2005, *JWB* 2003). During this period, there were no special issues on ethics topics per se; yet ethics was the most prevalent of the four themes. One interpretation is that the special issues have been used to encourage research in under-represented research areas.

Examination of the total CR articles during this 10-year period suggests that there has been a general increasing trend (see Fig. 1). However, given the number of special issues, predictions that CR will become regularly included in all international management journals should be made with caution. Even so, across the 13 international management journals, CR topics have been most prevalent in *JWB* (13.5%), *ISMO* (10.3%), *EMJ* (9.5%), and *JIBS* (9.4%), and least so in *TIBR* (5.5%), *IBR* (4.0%), *CCM* (2.7%), and *IJHRM* (2.4%). In respect to different CR topic areas, the proportion of CR topics data indicates that *EMJ*, *ISMO*, and *JWB* have been relatively more receptive journals for CSR articles; *EMJ*, *IJM*, and *ISMO* for environmental articles; *APJM*, *CCM*, *IBR*, *IJHRM*, *IJM*, *MIR*, and *TIBR* for ethics articles; and *JIM*, *JWB*, and *MIR* for governance articles.

In sum, these results suggest that ethics issues have received a consistently high level of interest in the international management literature (see Fig. 1). In contrast, CSR, environmental, and governance topics have been primarily addressed as special topic issues in these journals.

**Fig. 1.** CR themes in International Management journal articles: 1998–2007.

**Table 2**

CR articles in International Management journals: orientation, empirical methodologies, and internationalization of data

	Total	Theoretical	Empirical	Empirical methodologies <sup>a</sup>			
				Case study	Content analysis	Database research	Survey
Number of Articles	321 (100%)	79 (25%)	242 (75%)	73 (30%)	17 (7%)	26 (11%)	124 (51%)
<i>Theme</i>							
CSR	59 (18%)	13 (16%)	46 (19%)	17 (37%)	8 (17%)	0	20 (43%)
Environmental	62 (19%)	17 (22%)	45 (18%)	17 (38%)	4 (9%)	3 (7%)	20 (44%)
Ethics	119 (37%)	30 (38%)	89 (38%)	21 (24%)	2 (2%)	11 (12%)	55 (62%)
Governance	81 (25%) (100%)	19 (24%) (100%)	62 (25%) (100%)	18 (29%)	3 (5%)	12 (19%)	29 (47%)
<i>Empirical data internationalization</i>							
1 country			137 (56%)	48	5	6	78
2 countries			26 (11%)	6	0	0	20
3–5 countries			24 (10%)	2	6	2	14
6–10 countries			4 (2%)	0	0	0	4
11–24 countries			9 (4%)	0	0	1	8
25 or more			17 (7%)	0	0	17	0
Range			1–183	1–3	1–4	1–183	1–21
Mean (s.d.)			7.77 (22.94)	1.18 (.47)	2.27 (1.27)	49.5 (49.2)	2.46 (3.37)
Regional			8 (3%)	5	3	0	0
Global			16 (7%)	12	3	0	0

<sup>a</sup> Methodologies of two empirical articles not categorized were Delphi method (CSR) and simulation–modelling (environmental).

### 3.3. Has the CR literature been predominantly theoretical or empirical?

The large majority (75%) of CR articles in international management journals were empirical studies whereas only 25% were theoretical (see Table 2). Of the 242 empirical articles, survey methodologies (51%) dominate followed by case studies (30%), with relatively few articles based on database research (11%) and content analyses (7%). These results show that the focus of international management CR empirical research has been predominantly quantitative analyses of primary data.

As shown in Fig. 2, there have not been any significant changes during this time period in the orientation ( $\chi^2 = 7.34, p = .60$ ) or type of methodologies in empirical articles ( $\chi^2 = 34.11, p = .55$ ). Hence, while Lockett et al. (2006) found that there is an almost equal balance between empirical and theoretical CSR articles in their sample of management journals, our analysis shows that empirical CR articles have been more prevalent in these international management journals. We also note that while survey-based studies have been the most prevalent, there have been a significant number of case studies as well. In this regard, it appears that the CR international management research may be ready for the application of integrative methodologies such as quantitative case surveys that examine patterns of findings across case studies (e.g., Larsson, 1993).

### 3.4. How 'international' in scope has CR research been?

For the total sample of 242 empirical articles, 56% were one-country studies, 11% were two-country studies, 10% were based on data from 3 to 5 countries, 6% were based on data from 6 to 24 countries, 7% had data from 25 or more countries, 3% had a regional

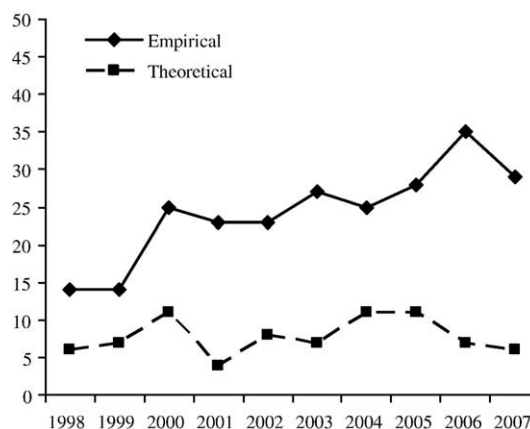


Fig. 2. Orientation of CR articles in International Management journals: 1998–2007.

focus, and 7% had a global focus. However, the internationalization of CR research was heavily influenced by the nature of empirical methodology. For the 124 studies based on survey data, the average number of countries studied was 2.46 (s.d.=3.37), with the large majority being single-country studies (63%), only 16% being 2-country studies, 11% being 3–5 country studies, and the remainder (10%) based on data from between 6 and 21 countries. For the 73 case studies, the majority were single-country studies (66%) with 23% having a global or regional focus that was not country specific. For the 26 database research studies, the average number of countries was 49.5 (s.d.=49.2) with the majority (65%) having 25 or more countries in analyses.

However, the question still unanswered is: Which countries have been included in these empirical studies? To answer this question, we examined the countries identified in 217 of the empirical studies (excluding articles with non-country specific global or regional data and articles without countries identified). A total of 117 countries were identified in these empirical studies. As shown in Table 3, the U.S. has been dominant with U.S.-based data being included in 65 empirical studies (30% of the 217 studies with country-specific data). The next most studied countries were China (35 studies), the Netherlands (26), the U.K. (26), Germany (24), Canada (21), Japan (21), and Australia (20). There was more global representation in the intermediate group of 21 countries appearing in 10 to 19 studies which included ten Western European countries (France, Spain, Sweden, Norway, Italy, Switzerland, Austria, Belgium, Denmark, and Finland), three East Asian countries (Hong Kong, South Korea, and Taiwan), three Latin American countries (Mexico, Argentina, and Brazil), two non-East Asian countries (India and Singapore), two Eastern European countries (Russia and Poland), and one Middle East country (Turkey).

These results indicate that the most studied countries in international CR research have been high economically developed countries in North America, Western Europe, and East Asia. Two notable exceptions are China and India which are lower-medium income countries but are the major economies in their geographic regions. Similarly, the three major economies in Latin America (Argentina, Brazil, and Mexico) as well as the two major economies in Central/Eastern Europe (Russia and Poland) are also represented. While Turkey is a middle-income country in the Middle East, its status as an EU candidate country appears to have influenced interest in CR in that country. Even so, these data indicate that there has been much less CR research in the less developed and transitional economies of the world.

Recognizing that country representation statistics may be overstated given the nature of large-scale database research using secondary data sources, we also examined country representation in studies based on primary data (i.e., case studies, content analysis, and surveys). For this subsample of 191 empirical studies, there were only 70 countries identified (compared to 117 for the sample including database research studies). Again, the U.S. dominates with being included in 59 studies (31% of the 191 studies with country-specific data) whereas China was in 32 studies (17%). The intermediate group of 12 countries (in 10 to 19 studies) consisted primarily of Anglophone (UK, Australia, and Canada), Western European (Netherlands, Germany, France, and Spain), and East Asian countries (Japan, Hong Kong, and Taiwan). Russia was the only Eastern European country and Mexico was the only Latin American country. We also examined the cultural/geographical region representation in these studies as a percentage of the total number of countries in the entire set. Based on a total of 410 country appearances, we found that 26% were accounted for by the five

**Table 3**  
Country and geographic scope of empirical journal articles ( $N=242$ )<sup>a</sup>

#		#		#	
65	US	9	Chile, S. Africa,	1	Albania, Angola,
35	China	8	Greece, Hungary, Israel,		Armenia, Azerbaijan,
26	Netherlands, UK		Malaysia, Philippines,		Barbados, Botswana,
24	Germany		Portugal, Venezuela		Burma, Congo, Crete,
21	Canada, Japan	7	Ireland, Peru,		Cyprus, El Salvador,
20	Australia	6	Colombia, Czech Rep.,		Ethiopia, Gabon, Georgia,
19	France, Mexico,		Indonesia, Kuwait,		Ghana, Honduras, Iraq,
	Russia		New Zealand, Thailand		Kazakhstan, Kyrgyzstan,
18	Spain	5	Egypt, Oman, Pakistan,		Liberia, Moldova,
17	Hong Kong		Saudi Arabia, Slovenia,		Namibia, Nicaragua,
16	S. Korea, Taiwan		Uruguay		Panama, Papua New
15	Sweden	4	Bulgaria, Ecuador,		Guinea, Puerto Rico,
14	India, Norway		Estonia, Nigeria,		Senegal, Sudan, Syria
13	Italy, Switzerland,		Romania,		Trinidad and Tobago,
	Turkey	3	Bolivia, Croatia,		Uzbekistan, Vietnam
11	Austria		Jamaica, Jordan, Latvia,		
10	Argentina, Belgium,		Paraguay, Ukraine		
	Brazil, Denmark,	2	Algeria, Bangladesh,		
	Finland, Poland		Belarus, Cameroon,		
	Singapore		Costa Rica, Cote d'Ivoire,		
			Guatemala, Iceland, Iran,		
			Kenya, Lithuania, Malawi		
			Mauritius, Morocco,	16	Global
			Slovakia, Sri Lanka,	6	Europe
			Tanzania, Tunisia, UAE,	1	Arab
			Zambia, Zimbabwe	1	Asia

<sup>a</sup> Studies coded for Global, Europe, Arab, and Asia if focus of the study or countries not specifically identified.  $N=217$  for subsample that identified specific countries.

Anglophone countries, 26% by 14 Western European countries, and 18% by the five East Asian countries. Geographic/cultural region representation was significantly lower for Latin America (9%), Central and Eastern Europe (8%), the Middle East (7%), South/Central Asia (5%), and Africa (2%).

These country and regional representation findings raise important research issues regarding the generalizability of findings and statistical variance for empirical testing. One generalizability issue is the extent to which CR theories and their empirical tests are limited to the experience and perspectives of those in wealthy nations, especially in the U.S. and in Western Europe. Another concern is whether CR as it has developed and is practiced in this elite group of nations is a relevant model or reference point for CR in other cultural and socioeconomic contexts (e.g., Tsui, Nifadkar and Ou, 2007). In particular, the generalizability of the substantial U.S.-based research in international management CR research could be questioned given that country's uniqueness in respect to being a highly economically developed nation that has retained strong traditional values rather than becoming more secular as is more often the result of societal modernization (e.g., Inglehart and Welzel, 2005).

Another implication of limited country/regional representation in empirical international management articles is the relatively restricted variance in cultural, economic, and institutional contexts needed for empirical testing of international CR theories. While there have been a number of large-scale database research studies, the macro-level nature of these secondary data limits the types of research questions that can be investigated. For instance, countries in database sources are represented by single numbers which do not reflect within-country variability in phenomena or control for within- and between-country differences in organizational and demographic characteristics. As revealed by our analysis, the issue of limited variance is even more pressing for international business research requiring primary data collections essential for multi-level research that more fully examines research questions concerning the moderating effects of societal context on business management phenomena (Hitt et al., 2007).

One particular challenge in collecting primary data in a wider range of countries is the need to have resident data collectors who have the local knowledge and access necessary for obtaining valid and reliable data. For this, the production of international business knowledge is dependent on the presence of business schools that encourage scholarly research. As recently identified by Mangematin and Baden-Fuller (2008), business research publications have traditionally been dominated by scholars at U.S. universities. However, they also identify that scholars at Western European and Asian business schools have become increasingly prominent. Our analysis of the international focus of CR research offers partial confirmation of these observations as evidenced by the high prevalence of studies that have included U.S., Western European, and East Asian data. However, it is particularly troubling that there has been relatively little on-the-ground CR research in countries where the need for corporate responsibility is most pressing due to greater poverty, environmental degradation, and institutional governance issues (e.g., Africa, Central/Eastern Europe, Central/South Asia, Latin America, and the Middle East). Clearly, there is an urgent need to widen the geographic and cultural scope of international management research on CR.

#### 4. Conclusion

In sum, our review which provides a bibliographical categorization for future CR research endeavors, also provides potential topics for this future research by identifying a number of gaps in international management literature regarding knowledge of CR worldwide. First, international management journals have emphasized research on ethics and governance issues more than CSR and environmental responsibility. Second, empirical theory-testing articles have significantly outnumbered theory-generating articles in this set of international management journals. Third, CR empirical research methodologies in international management journals has been relatively balanced with a mixture of both quantitative (especially survey-based) and qualitative (especially case studies) methodologies. Fourth, empirical research in international management journals has focused more on CR in wealthy and Western nations (Anglo North America and Western Europe) rather than in the poorer nations of Central and Eastern Europe, Latin America, Africa, and Asia.

We acknowledge that our focus on mainstream international management journals does not represent the complete set of international CR research that has been published. As previously identified, there are a number of specialized journals that are also outlets for international CR research. While beyond the scope of the present study which focused on the extent to which CR has been mainstreamed in the international management literature, a similar examination of the themes, methodologies, and internationalization of CR research in specialized CR journals would be an interesting endeavor for future research.

The primary conclusion of this review is that CR issues have been under-represented in the international management literature over the past decade. Thus, this Special Issue of the *Journal of International Management* was created to focus on the gaps that we found in our CR literature review. Namely, the primary objective of this Special Issue was to examine the social and environmental responsibility issues in the international business context. As a group, the four articles appearing in this special issue meet these objectives and address the identified gaps in international management research in a number of ways.

##### 4.1. Articles in this Special Issue

The first article by Nicole Darnell, Irene Henriques, and Perry Sadorsky (2008) is entitled "Do Environmental Management Systems Improve Business Performance in an International Setting?" This empirical study of manufacturing facilities in four countries (Canada, Germany, Hungary, and the U.S.) tests the relative contributions of institutional theory and resource-based view of the firm to explain motivations for the adoption of environmental management systems. While three of the countries are highly economically developed nations, the inclusion of Hungary (a Central European transitional economy) provides an important contrast in institutional pressures. A major theoretical contribution of this study is that it draws into question the utility of

institutional theory alone to predict the adoption of environmental management systems (and perhaps other types of CR practices). Instead, Darnell et al. found that a firm's resources and capabilities have relatively more explanatory potential for determining the adoption of environmental management systems. Another important finding is that the motivation for being more environmentally responsible has a significant impact on subsequent improvements in business performance. Additionally, the methodological rigor of this study can be used as an empirical model for future studies of CR practice adoption.

The second article in this special issue is "Motivations for corporate social and environmental responsibility: a case study of Scandinavian Airlines" by Jennifer Lynes and Mark Andrachuk (2008). This in-depth case study investigates how corporate social and environmental responsibility (CSER) has been integrated throughout an organization that is recognized as an exemplar of corporate responsibility. Lynes and Andrachuk's integration of the social and environmental aspects provides a needed holistic perspective of CR. Their theoretical model of a firm's commitment to CR is influenced by intertwined systems of influence at sectoral, national, and international levels. One major conclusion is the importance of both national and organizational culture in framing CSER perspectives and informing CSER actions. This case study identifies that even in an organization that is widely recognized as a model of corporate citizenship, there is a diversity of motivations and opinions about its corporate responsibility performance. This is cogently illustrated by the interview quotes from SAS executives and employees that are woven throughout the paper.

The third article is "Social information within the intellectual capital report" by Francisca Castilla Polo and Dolores Gallardo Vázquez (2008) who propose a new model of non-financial reporting. These authors argue that the proliferation of nonfinancial disclosure requirements is fundamentally inefficient. Specifically, they advocate that corporate social responsibility disclosures should be integrated into the intellectual capital report for one nonfinancial report provided to corporate stakeholders. Castilla Polo and Gallardo Vázquez identify the commonalities in the goals and content of these nonfinancial disclosures that would support an integrated report approach. Companies (especially multinationals) that are investing significant resources into responding to stakeholder demands for additional information about their CR activities may find this proposal to be particularly compelling.

We conclude this special issue with "Toward a theory of local legitimacy by MNEs in developing nations: Newmont Mining and health sustainable development in Peru" by Blair Gifford and Andrew Kestler (2008). This case study provides a unique inside look at a firm that has often been criticized for nonresponsible actions in the past but is now striving to become a responsible corporate citizen. This research focuses on the community health assessment undertaken by a team of university researchers to investigate the social and health conditions of 20 Peruvian communities affected by a projected expansion of Newmont Mining operations. As identified by Gifford and Kestler, adopting a community development approach is a radical departure from past practice for this mining company but one that is increasingly necessary in order for extractive industries to obtain a social license to operate. As such, the Newmont Mining in Peru case provides an interesting contrast to the SAS case presented earlier by providing insights into corporate responsibility processes in lesser developed countries as well as in Latin America, a region that is under-represented in previous CR international research.

## Appendix A. Index to review articles

### A. Articles categorized by the four themes of corporate responsibility<sup>2</sup>

<b>1. Social Responsibility</b>	
<i>Empirical</i>	
Case study:	2, 14, 84, 104, 106, 130, 133, 136, 138, 175, 180, 190, 191, 273, 288, 300, 313
Content analysis:	25, 139, 168, 210, 211, 274, 280, 283
Delphi:	24
Survey:	1, 4, 15, 18, 35, 36, 62, 89, 112, 166, 192, 198, 202, 220, 232, 256, 272, 277, 296, 303
<i>Theoretical:</i>	20, 23, 70, 74, 105, 159, 167, 169, 188, 209, 229, 258, 259
<b>2. Environmental Responsibility</b>	
<i>Empirical</i>	
Case study:	32, 71, 73, 77, 93, 96, 134, 137, 187, 231, 242, 243, 248, 253, 269, 270, 321
Content analysis:	3, 50, 135, 306
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Simulation model:	312
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<i>Theoretical:</i>	5, 13, 17, 31, 54, 80, 82, 83, 178, 195, 217, 226, 240, 241, 247, 250, 252
<b>3. Ethics</b>	
<i>Empirical</i>	
Case study:	45, 59, 69, 95, 119, 131, 144, 148, 152, 186, 189, 193, 206, 216, 239, 255, 262, 266, 284, 292, 320
Content analysis:	261, 264
Secondary data:	6, 66, 90, 100, 101, 110, 143, 158, 196, 249, 319
Survey:	7, 8, 10, 16, 21, 22, 26, 27, 33, 38, 39, 46, 47, 51, 55, 60, 67, 75, 78, 79, 81, 107, 108, 109, 114, 122, 129, 146, 151, 172, 173, 181, 199, 201, 204, 222, 223, 228, 235, 236, 237, 260, 263, 265, 275, 278, 282, 287, 297, 299, 304, 305, 310, 311, 318
<i>Theoretical:</i>	9, 37, 44, 48, 52, 65, 68, 85, 92, 115, 120, 121, 125, 127, 140, 141, 150, 153, 156, 161, 163, 179, 182, 197, 203, 213, 254, 271, 276, 294

<sup>2</sup> The numbers correspond to the article number in the bibliography of review articles.

## 4. Governance

*Empirical*

Case study:	28, 40, 41, 42, 76, 88, 99, 126, 132, 147, 171, 174, 176, 218, 281, 286, 293, 302
Content analysis:	160, 215, 308
Secondary data:	30, 86, 94, 102, 145, 154, 155, 224, 244, 257, 267, 301
Survey:	11, 19, 43, 53, 56, 72, 87, 91, 98, 113, 117, 118, 157, 170, 184, 185, 205, 208, 212, 219, 227, 251, 285, 289, 290, 291, 309, 315, 317
<i>Theoretical:</i>	12, 49, 57, 58, 64, 128, 164, 165, 177, 183, 194, 200, 207, 230, 234, 245, 279, 298, 316

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<sup>3</sup> The numbers correspond to the article number in the bibliography of review articles. Italicized numbers indicate database research studies.

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