An updated overview of research published in the *International Marketing Review*

1983 to 2011

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Abstract

Purpose – The purpose of this paper is to analyze the 29 years of research published in *International Marketing Review* (*IMR*) since its inception.

Design/methodology/approach – A brief editorial history of the journal is chronicled, and its output is discussed. Special attention is focused upon journal content, authorship analysis, and methodological issues.

Findings – The authors find: *IMR* publishes articles that often focus on export and global marketing, with consumer behavior and branding being the fastest growing content areas; *IMR*'s frequent contributors consist of world renowned experts in international marketing and business and have become more diverse; and the authors of *IMR* use a wide variety of data collection and analysis methods.

Research limitations/implications – The authors conclude that *IMR* exhibits the characteristics of a mature and leading journal in the field of international business. To assist *IMR* in maintaining its significant impact on marketing scholarship, the paper outlines some possible directions for the future.

Originality/value – This article analyzes the 29 years of research published in *International Marketing Review* (*IMR*) since its inception. To assist *IMR* in maintaining its significant impact on marketing scholarship, it also outlines some possible directions for the future.

Keywords International marketing, Marketing research, Marketing, Research

Paper type Research paper

This paper analyzes the 29[1] years of research published in *International Marketing Review* (*IMR*) since its inception. The past three decades have witnessed a growing interest in this area by both academics and practitioners. As an "early mover," *IMR* published its first issue in 1983, to meet the thirst for knowledge on how to market in an international environment. Since that time, *IMR* has carefully selected and published interesting and academically robust papers that matter to the international marketing community. Thirty years later, *IMR* has gained international acclaim under the leadership of its visionary editors (Table I chronicles a brief history of *IMR*). For instance, Treviño *et al.* (2010) rank *IMR* as one of the top seven international business journals, after a comprehensive review of prior journal rankings, reputational surveys, and citation statistics. In addition, Griffith *et al.* (2008) only include *IMR* and five other leading journals in their analyses examining emerging themes in international business research.

Year	Major event(s)
1983	Birth of *IMR* in London
1983	First issue of *IMR* published under the editorship of Malcolm H.B. McDonald and John K. Ryans
	IMR publishes four issues per year
1985	S. Tamer Cavusgil becomes co-editor of *IMR*
1988	MCB University Press becomes publisher of *IMR*
1989	*IMR* publishes six issues per year
1993	Angela M. Rushton becomes editor of *IMR*
	IMR outstanding paper award is initiated
1998	Jeryl Whitelock becomes editor of *IMR*
2000	*IMR* accepted into ISI Abstracts
2003	Robert E. Morgan joins as co-editor of *IMR*
2004	*IMR* celebrates its 21st anniversary
2007	John W. Cadogan joins as co-editor of *IMR*
2013	*IMR* celebrates its 30th anniversary

Table I.
A chronological
history of *IMR*

The purpose of this paper is twofold. First, we update our previous review (Malhotra *et al.*, 2005) on the scholarly work published in *IMR* in its first 21 years, in the areas of journal output, contents, and authorship analyses. A systematic review of the published papers helps to reveal how *IMR* has evolved, identify emerging themes in international marketing theory and practice, and inform knowledge development efforts (Hyman and Yang, 2001; Inkpen and Beamish, 1994). The second purpose is to strengthen the previous review by adding analyses focussing on research design and methodological issues which are vital to the reliability and validity of findings in international research. We extend the previous review to incorporate substantive areas by a methods analysis that provides additional insights and future directions for *IMR*.

The remainder of the paper is arranged in five sections. First, the output of *IMR* is analyzed to measure its stability and maturity. Next, we present findings with regard to contents of papers published in *IMR* and discuss the emerging themes in international marketing research. The following section is a detailed analysis of authorship, drawing conclusions about authorship characteristics, top contributors, and their geographic distributions. We then discuss the samples, data collection instruments, and analysis methods employed by *IMR* authors. The paper concludes with some future directions for *IMR*.

Output of *IMR*

IMR published its first issue in 1983, with four issues per year.[2] Since 1989, *IMR* started publishing six issues every year. Table II summarizes the number of papers published (excluding editorials, guest editorials, notes, and book reviews) and their average length on an annual basis. The trend analysis in Table II suggests that, since 1994, *IMR* has published around 30 papers per year, equivalent to five papers per issue. As a mature academic journal, *IMR* maintained its standard of manuscript selection, with an acceptance rate of as low as 15 percent.

The trend analysis also suggests that *IMR* papers are definitely getting longer, increasing from 12 pages per paper in the early days to an average length of 20 pages during the past eight years. Such increase in length is mainly due to three reasons. First, the conceptual foundations of *IMR* papers are becoming more sophisticated, with some recent breakthroughs in international marketing theory. For example, a recent

Year(s)	Number of papers	Total pages	Pages per paper
1983, 1984	25	264	10.6
1985	28	283	10.1
1986	24	271	11.3
1987	24	268	11.2
1988	22	240	10.9
1989	29	385	13.3
1990	28	330	11.8
1991	27	327	12.1
1992	23	331	14.4
1993	25	414	16.6
1994	23	343	14.9
1995	28	406	14.5
1996	30	497	16.6
1997	28	466	16.6
1998	27	427	15.8
1999	28	463	16.5
2000	31	499	16.1
2001	31	595	19.2
2002	30	569	19.0
2003	27	565	20.9
2004	32	560	17.5
2005	33	644	19.5
2006	30	625	20.8
2007	34	719	21.2
2008	33	651	19.7
2009	31	632	20.4
2010	31	641	20.7
2011	28	598	21.4
Trend			
1983-1993 (Vol. 1-10)	255	3,113	12.2
1994-2003 (Vol. 11-20)	283	4,830	17.0
2004-2011 (Vol. 21-28)	252	5,070	20.2
1983-2011 (Vol. 1-28)	790	13,013	16.5

Table II.
Output per year:
1983-2011

paper (Iversen and Hem, 2011) examines how a brand's perceived global or local origin affects evaluations of brand extensions and thus creates transfer effects. The authors build on the global and local origin framework (Steenkamp *et al.*, 2003) and spend 15 pages in developing their hypotheses. Second, more scholars are adopting the multiple methods approach to strengthen the internal and external validity of their research findings, which requires more explanation space. For instance, the above paper (Iversen and Hem, 2011) conducted three pre-tests before carrying out the formal study, using a variety of research designs and data analysis methods. The third reason has to do with data collection efforts in international marketing research which suffer from problems of availability, accessibility, and quality of information relating to overseas markets (e.g. Craig and Douglas, 2001). To overcome such problems, scholars need to think out of the box while being culturally sensitive at the same time, which also requires longer descriptions and discussions.

Content of *IMR*
An analysis of the *IMR* contents reveals that the journal covers a broad array of important issues in international marketing, including international marketing

strategies, export marketing, country and product origin effects, and international branding. Table III details content of papers published in *IMR* between 1983 and 2011 inclusive, broken down by every ten/eight volumes. In the table, each paper was classified based on its primary thrust into one content area. Following previous studies (e.g. Bingham and Bowen, 1994; Helgeson *et al.*, 1984), judges were used to examine and classify papers into 30 categories. *IMR* published 98 papers on export-related marketing issues, making it the most popular topic (12.4 percent of the journal's overall content). This result is consistent with what we found in the previous review. The ten-volume trend analysis suggests, however, that researchers' interest in this topic has greatly diminished over time. Between 2004 and 2011, export only accounts for <6 percent of the papers, reflecting the reality that exporting is no longer the only dominating factor in the global economy. The second most popular, but gradually declining, topic is global marketing (11.9 percent of the papers) which comprises of such dimensions as social-cultural environment, economic environment, market characteristics, and marketing infrastructure (Leonidou *et al.*, 2010).

Category	1983, 1984-1993 (Vol. 1-10)		1994-2003 (Vol. 11-20)		2004-2011 (Vol. 21-28)		1983, 1984-2011 (Vol. 1-28)	
	No.	%	No.	%	No.	%	No.	%
Account management	–	–	2	0.7	–	–	2	0.3
Advertising and promotion	6	2.4	22	7.8	20	7.9	48	6.1
Branding	4	1.6	9	3.2	20	7.9	33	4.2
Consumer behavior	2	0.8	9	3.2	22	8.7	33	4.2
Cross-culture	16	6.3	19	6.7	6	2.4	41	5.2
Comparative marketing	5	2.0	2	0.7	–	–	7	0.9
Country of origin	7	2.8	17	6.0	19	7.5	43	5.4
Corporate strategy	13	5.1	15	5.3	1	0.4	29	3.7
Developing countries	20	7.8	5	1.8	11	4.4	36	4.6
Distribution	12	4.7	24	8.5	4	1.6	40	5.1
E-commerce	–	–	14	5.0	10	4.0	24	3.0
Ethics	–	–	6	2.1	8	3.2	14	1.8
Export	49	19.2	34	12.0	15	6.0	98	12.4
Franchise	4	1.6	3	1.1	–	–	7	0.9
Foreign trade	7	2.8	–	–	2	0.8	9	1.1
General marketing	6	2.4	4	1.4	2	0.8	12	1.5
Global marketing	39	15.3	30	10.6	25	9.9	94	11.9
Import	1	0.4	2	0.7	2	0.8	5	0.6
International entrepreneurship	–	–	–	–	8	3.2	8	1.0
Licensing	1	0.4	–	–	–	–	1	0.1
Market entry	–	–	–	–	8	3.2	8	1.0
Marketing strategy	2	0.8	5	1.8	20	7.9	27	3.4
Marketing research	14	5.5	15	5.3	10	4.0	39	4.9
Market segmentation	13	5.1	10	3.5	5	2.0	28	3.5
Price	–	–	3	1.1	1	0.4	4	0.5
Product	10	3.9	20	7.1	4	1.6	34	4.3
Sales management	2	0.8	4	1.4	1	0.4	7	0.9
Service	–	–	–	–	13	5.2	13	1.7
Social marketing	–	–	–	–	7	2.8	7	0.9
Strategic marketing	22	8.6	9	3.2	8	3.2	39	4.9
Total	255	100	283	100	252	100	790	100.0

Table III.
Classification of papers based on content: 1983-2011

Other topics that have been frequently addressed include advertising and promotion, country of origin, cross-cultural studies, distribution, marketing research, and strategic marketing. Papers in each of these areas comprise 5 percent or more of the *IMR* papers published between 1983 and 2011. One interesting finding is that distribution, which experienced the fastest growth in our previous review, witnessed the biggest decrease in more recent issues (16 papers published 1999-2003 vs four papers published 2004-2011). This may be because channel arrangements have become so complicated in multinational companies nowadays that it is a challenge to collect sufficient company-level data and conduct distribution research. In addition, since our last review, research on both consumer behavior and branding has undergone the fastest growth. The number of papers on these two topics increased from nine (1994-2003) to 22 and 20 (2004-2011), respectively. Growing interest in consumer behavior has also been found in other leading marketing journals with an international focus (Leonidou *et al.*, 2010). This upsurge can be explained by the multi-cultural dimensions and diversity among international consumers about which international marketers are eager to learn and the relatively easier access to quality data. During the past decade, branding has emerged as a top management priority in international market development (e.g. Keller and Lehmann, 2006). Brands, positioned at product and/or national levels, can help consumers simplify choices, reduce their risks, and inform marketers about their likes and dislikes, serving as "friendly ambassadors" to evolving markets that companies do not know well enough. Therefore, it is not difficult to understand the rising interest in this topic as evidenced in *IMR*.

As a highlight of the journal, *IMR* publishes two to three special issues every year. Table IV reviews the special issues and their focus areas. The special issue editorials are particularly helpful and refreshing to readers, in which *IMR* editors and guest editors outline important trends or changes in international marketing, conceptualize them into innovative theoretical frameworks, and point out areas that need future research. Since our last review, several timely special issues have been offered to *IMR* readers, such as international e-marketing, international entrepreneurship, national branding, and social marketing. In addition, traditionally important topics have also been also covered, such as market selection and segmentation, marketing research, and marketing strategies for multinational companies. To summarize, with an international emphasis, *IMR* presents an extensive coverage of substantive issues, emerging topics, and research methodologies. The special issues are good platforms for scholars conducting cutting edge research and addressing pressing problems faced by international marketers.

Analysis of authorship

Authorship analysis is an interesting part of journal review. Only about a third (30.13 percent) of the papers published in *IMR* were single authorships (see Table V). Meanwhile, most (41.7 percent) were written by two authors and papers involving three or more authors account for 28.2 percent of total papers. Trend analysis in Table V also suggests that the proportion of co-authored papers has increased over time, consistent with our previous review. For instance, between 1983 and 1993, 45.1 and 12.9 percent of the papers published were written by one author and three authors, respectively. In the most recent eight years, however, the finding was almost reversed, with 15.5 and 32.9 percent, respectively. Put another way, there was an average of 1.7 authors per paper between 1983 and 1993, while there was an average of 2.5 authors per paper between 2004 and 2011. Multiple authorships have been found to be common

Special issue	Special issue editor(s)	Vol. and no.	Year
Strategic aspects of export marketing management	Lyn S. Amine and S. Tamer Cavusgil	1(2)	1983
Comparative consumer and industrial buying psychology	Hans Thorelli	2(4)	1985
The linkage between exports and imports	Michael R. Czinkota and Ilkka A. Ronkainen	4(1)	1987
Marketing management issues in the developing countries	Ugur Yavas	5(1)	1988
Analytical techniques in international marketing management	Essan Mahmound and Gillian Rice	5(3)	1988
International wine marketing	Tony Spawton	6(2)	1989
Export marketing		6(4)	1989
The internationalization of business: theory and evidence	Stephen Young	7(4)	1990
Strategic issues for wine marketing	Tony Spawton	8(4)	1991
Macroeconomic conditions and international marketing management	Sandra M. Huszagh and Fredrick W. Huszagh	9(1)	1992
Innovation and new product development	Michael J. Baker	11(1)	1994
Latest innovations, ideas, strategies, and research in marketing	Martin Fojt	11(5)	1994
International branding	Dale Littler	12(2)	1995
Marketing ethics	Gerald Vinten	12(4)	1995
Markets and marketing in central and eastern Europe	Ronald Savitt	12(5)	1995
Global marketing implementation	Ilkka A. Ronkainen	13(2)	1996
Cross-cultural issues in marketing research	John B. Ford	13(5)	1996
Sponsorship linked marketing	T. Bettina Cornwell	14(3)	1997
The internet and international marketing	Jim Hamill	14(5)	1997
Key account management*	Dennis A. Pitta	15(3)	1998
International marketing communications	Marylyn Carrigan	15(4)	1998
Advances in export marketing theory and practice	Constantine S. Katsikeas, Jim Bell, and Robert E. Morgan	15(5)	1998
Globalization vs internationalization: a case study approach	Claudio Vignali and Brenda M. Oldfield	16(4/5)	1999
Key account management*	Dennis Pitta	16(6)	1999
Legal issues affecting international marketing strategy development	John B. Ford	17(3)	2000
The internationalization of retailing	Nicholas Alexander and Anne Marie Doherty	17(4/5)	2000
International marketing in the twenty-first century: issues, opportunities, and challenges	K. Sivakumar	18(1)	2001
Cross-cultural marketing research	Naresh K. Malhotra	18(3)	2001
The impact of e-commerce on international distribution strategy	Irvine Clarke III and Theresa B. Flaherty	18(4)	2001
Export information use	Adamantios Diamantopoulos	20(1)	2003
International business negotiations	Antonis Simintiras and Nina Reynolds	20(3)	2003
International new product development	Helen Perks and Veronica Wong	20(4)	2003

Table IV.
Special issues: 1983-2012

Special issue	Special issue editor(s)	Vol. and no.	Year
International marketing in the Asia-Pacific region	Paul Chao, Saeed Samiee, and Leslie Sai-Chung Yip	20(5)	2003
The IMP group and international marketing	David Ford	21(2)	2004
International marketing in the Asia-Pacific region – Part 2	Paul Chao, Saeed Samiee, and Leslie Sai-Chung Yip	21(3)	2004
Developments in export marketing	George Balabanis, Marios Theodosiou, and Evangelia S. Katsikea	21(4)	2004
Services research in a cross-cultural/ cross-national context	John Ford	22(3)	2005
Ethics and international marketing: research background and challenges	Marylyn Carrigan, Svetla Marinova, and Isabelle Szmigin	22(5)	2005
International e-marketing	Sandeep Krishnamurthy and Nitish Singh	22(6)	2005
Issues in international marketing research	Rudolf R. Sinkovics and Thomas Salzberger	23(4)	2006
International entrepreneurship	Chris Styles and Sid Gray	23(5)	2006
Contemporary thinking, topics, and trends in international branding – Part 1	T.C. Melewar and Joseann Small	24(3)	2007
Contemporary thinking, topics, and trends in international branding – Part 2	T.C. Melewar and Joseann Small	24(4)	2007
Global advertising	Shintaro Okazaki and Barbara Mueller	24(5)	2007
Conceptualizing culture	David Griffith	25(2)	2008
Country of origin	Ian Phau and Paul Chao	25(4)	2008
B2B as international business	P. Matthyssens, A.H. Kirca, and S. Pace	25(5)	2008
Social marketing in the global context	Paul Chao	26(3)	2009
Globalisation and regionalisation	Stanley J. Paliwoda and Stephanie Slater	26(4/5)	2009
Marketing strategies of MNCs from emerging markets – Part 1	Kamel Mellahi, Mehmet Demirbag, S. Tamer Cavusgil, and Wade Danis	27(2)	2010
Marketing strategies of MNCs from emerging markets – Part 2	Kamel Mellahi, Mehmet Demirbag, S. Tamer Cavusgil, and Wade Danis	27(3)	2010
International perspectives on nation branding	Keith Dinnie and T.C. Melewar	27(4)	2010
International market selection and segmentation – Part 1	Nicolas Papadopoulos and Oscar Martín Martín	28(2)	2011
International market selection and segmentation – Part 2	Nicolas Papadopoulos and Oscar Martín Martín	28(3)	2011
International marketing theory, strategy, and implementation: insights from Latin America	Fernando Fastoso and Jeryl Whitelock	29(3)	2012
International marketing, strategic orientations, and business success	John W. Cadogan	29(4)	2012
Internationalization patterns of small- and medium-sized enterprises	Olli Kuivalainen, Sanna Sundqvist, Sami Saarenketo, Rod McNaughton	29(5)	2012

Note: *Part issue

Table IV.

in other leading marketing journals, such as *Marketing Science*, with an average of 2.6 authors per paper (Leonidou *et al.*, 2010). The rise in collaborative research reflects the growing sophistication of and different perspectives in conducting international research and researchers' subsequent need to share expertise with each other.

To calculate the top contributors to *IMR*, we used the same method as described in our previous review. Authors were ranked by adjusted publications where adjustments were made for multiple authorships (Inkpen and Beamish, 1994; Malhotra, 1996; Morrison and Inkpen, 1991). For example, if five authors co-authored one paper, adjusted authorship for each of the authors would be 0.2. Table VI lists all the authors with 3.0 or more adjusted publications between 1983 and 2011. The list includes some of the most respected scholars in the field of marketing. Naresh K. Malhotra[3] is ranked number one based on his adjusted publications, as well as the total number of publications in *IMR*, followed by such other eminent marketing scholars as Vern Terpstra, Adamantios Diamantopoulos, Saeed Samiee, Constantine S. Katsikeas, and Johny K. Johansson. In Table VI, we also present an analysis of the countries in which the most productive authors were situated, with all but two of the top 16 authors resided in the USA or UK. The top contributors to *IMR* are also the top contributors to other leading international business journals who have a significant impact on this vibrant field. Nevertheless, we expect to see the number of authors residing in

	1983, 1984-1993 (Vol. 1-10)		1994-2003 (Vol. 11-20)		2004-2011 (Vol. 21-28)		1983, 1984-2011 (Vol. 1-28)	
	No.	%	No.	%	No.	%	No.	%
Single author	115	45.1	84	29.7	39	15.5	238	30.1
Two authors	103	40.4	129	45.6	97	38.5	329	41.7
Three authors	33	12.9	53	18.7	83	32.9	169	21.4
Four or more authors	4	1.6	17	6.0	33	13.1	54	6.8
Total	255	100.0	283	100.0	252	100.0	790	100.0

Table V.
Number of authors
per paper: 1983-2011

	1983-2011 (Vol. 1-28)		
Authors[a]	Adjusted publications	Total publications	Research institute situated in
Naresh K. Malhotra	5.5	11	USA
Vern Terpstra	4.5	5	USA
Adamantios Diamantopoulos	4.4	9	UK
Saeed Samiee	4.3	8	USA
Constantine S. Katsikeas	4.0	6	UK
Johny K. Johansson	4.0	5	USA
Sam C. Okoroafo	4.0	5	USA
Jeryl Whitelock	3.8	7	UK
Attila Yaprak	3.5	5	USA
Thomas V. Greer	3.5	4	USA
K. Sivakumar	3.3	6	USA
Leonidas C. Leonidou	3.5	7	Cyprus
Paul A. Herbig	3.0	6	USA
Michael R. Czinkota	3.0	5	USA
Lawrence S. Welch	3.0	4	Australia
Poh-Lin Yeoh	3.0	3	USA

Table VI.
Most prolific authors:
1983-2011

Notes: [a]Authors are ranked by adjusted publications where adjustments were made for multi-authorships. Authors with three or more adjusted publications during 1983-2011 are reported

non-English speaking countries publishing in *IMR* increase in the future, contributing to a more balanced view of international marketing and further enhancing *IMR*'s position as a truly international journal.

Analysis of methodological issues

As mentioned earlier, *IMR* has published a significant number of papers devoted to international marketing research that have used a variety of research design and data analysis techniques. In this section, we discuss the methodological status quo and trends in *IMR*, after examining in detail each empirical paper published during 1994-2011. During this period, *IMR* published 535 papers in total, of which 394 (73.6 percent) were empirical. In the following analyses, each empirical paper was classified based on its primary data collection and analysis method.[4] Below are the main findings.

First, *IMR* authors use a mix of data collection methods and samples. Survey (including mail and administered survey) has been the number one data collection instrument (272 papers, 70.0 percent), followed by case study (39 papers across a wide range of industries, such as airline, soft drink, and software, 9.9 percent), personal interviews (38 papers, 9.6 percent), content analysis (e.g. print/TV ads, 24 papers, 6.1 percent), secondary data (e.g. government and financial data, 15 papers, 3.8 percent), and simulation data (i.e. for modeling purpose, six papers, 1.5 percent). Consistent with prior research (e.g. Hyman and Yang, 2001), we find the following correlations between the data collection methods and sample used: first, mail surveys are often sent to probability samples which consist of higher management and/or CEOs; second, administered surveys often involve convenience samples, such as students and students' friends; third, personal interviews and content analysis often use judgment samples; fourth, secondary data from multiple sources such as government and financial institutions is chosen mainly due to its availability; and finally, case studies use judgment samples to which *IMR* authors have access.

Second, *IMR* authors use a wide range of methods to analyze their data, as summarized in Table VII. Among the 394 empirical papers published over the period 1994 and 2011, univariate and bivariate statistical methods were popular (26.6 percent), with ANOVA (7.6 percent) being most commonly used. The trend analysis in Table VII seems to suggest, however, that researchers are beginning to move away from these traditional methods (16.9 percent of the 201 papers during 2004-2011 and 36.8 percent of the 193 papers during 1994-2003). The most-used multivariate methods in *IMR* are regression analysis (16.8 percent), structural equation modeling (SEM, 15.0 percent), factor analysis (7.9 percent), and MANOVA/ANCOVA (6.3 percent). A detailed trend analysis on the multivariate methods suggests that: first, SEM is the fastest growing data analysis method (23.4 percent 2004-2011 and 6.2 percent 1994-2003); second, the usage of regression analysis seems to be stable, with hierarchical regression increasing on the one hand (5.0 vs 2.6 percent) and logit regression decreasing on the other (8.0 vs 12.4 percent); third, confirmatory factor analysis is preferred over exploratory factor analysis (14 vs three papers published 2004-2011); and finally, other multivariate methods, such as discriminant analysis, conjoint analysis, and multidimensional scaling, are gradually declining in use. Table VII suggests that *IMR* authors also include qualitative methods (7.4 percent) and the case study approach (9.9 percent) in their toolbox for data analysis, with qualitative methods growing fairly rapidly (10.0 percent during 2004-2011 vs 4.7 percent during 1994-2003). To summarize, *IMR* authors have used a variety of techniques for data analysis, creatively borrowing and adapting techniques developed in other disciplines.

	1994-2003 (Vol. 11-20)		2004-2011 (Vol. 21-28)		1994-2011 (Vol. 11-28)	
	No.	%	No.	%	No.	%
Univariate and bivariate	71	36.8	34	16.9	105	26.6
Descriptive	13	6.7	7	3.5	20	5.1
ANOVA	19	9.8	11	5.5	30	7.6
Mean difference test (i.e. *t*-test; *z*-test)	16	8.3	3	1.5	19	4.8
Correlation	8	4.1	4	2.0	12	3.0
Cross-tabulation (i.e. χ^2 test, Fisher's exact test)	15	7.8	9	4.5	24	6.1
Multivariate	91	47.2	123	61.2	214	54.2
Regression	31	16.1	35	17.4	66	16.8
OLS regression	24	12.4	16	8.0	40	10.2
Logit regression	5	2.6	10	5.0	15	3.8
Hierarchical regression	1	0.5	6	3.0	7	1.8
Other (e.g. two-stage least square, weighted-least square)	1	0.5	3	1.5	4	1.0
Factor analysis	14	7.3	17	8.5	31	7.9
Exploratory factor analysis	6	3.1	3	1.5	9	2.3
Confirmatory factor analysis	8	4.1	14	7.0	22	5.6
MANOVA/ANCOVA	12	6.2	13	6.5	25	6.3
Discriminant analysis	6	3.1	2	1.0	8	2.0
Structural equation modeling	12	6.2	47	23.4	59	15.0
Cluster analysis	9	4.7	7	3.5	16	4.1
Conjoint analysis	3	1.6	1	0.5	4	1.0
Multidimensional scaling (MDS)	3	1.6	1	0.5	4	1.0
Correspondence analysis	1	0.5	0	0.0	1	0.3
Other	31	16.1	44	21.9	75	19.0
Qualitative methods	9	4.7	20	10.0	29	7.4
Case study	18	9.3	21	10.4	39	9.9
Mathematical modeling	3	1.6	3	1.5	6	1.5
Meta-analysis	1	0.5	0	0.0	1	0.3
Total	193	100.0	201	100.0	394	100.0

Table VII.
Data analysis methods:
1994-2011

Finally, to further understand how *IMR* authors use their data analysis techniques, we conduct a "content by method analysis" summarized in Table VIII. To increase reliability of the results, we excluded those contents or methods having < 20 counts during 1994-2011.[5] An important observation from Table VIII is that the use of a particular technique has been popular in certain areas. For instance, authors mainly use ANOVA to study cross-culture issues, case study to examine global marketing, cross-tabulations to investigate advertising and promotion, MANOVA to study country of origin, qualitative methods to study branding, and SEM to examine branding, consumer behavior, and global marketing. The use of more sophisticated techniques such as SEM has not penetrated some of the substantive areas. For example, although there have been 45 applications of SEM, none have appeared in distribution; of the 35 papers published in advertising and promotion, only two have made use of SEM. The application of SEM is low in several other areas including marketing strategy, marketing research, product, cross-culture, and export marketing. Nevertheless, substantive content areas in *IMR*, such as export and global marketing, have benefited from the application of a variety of techniques. We attempted to derive a correspondence analysis map based on Table VIII but it turned out to be too complex and difficult to interpret and hence is not given here. As the international marketing discipline progresses

	ANOVA	Case	CFA	CLA	CROSST	Method DIA	LR	MANOVA	OLS	QM	SEM	MEAN	Total
Advertising and promotion	2	1	2	0	13	3	0	5	1	1	2	5	35
Branding	2	2	0	1	0	1	0	1	1	5	8	1	22
Consumer behavior	2	0	4	0	1	0	1	1	2	1	8	1	21
Cross-culture	6	0	3	0	1	0	1	1	1	1	2	0	16
Country of origin	3	0	2	2	1	0	1	7	1	0	6	1	22
Distribution	0	4	1	0	0	1	2	2	3	1	0	1	16
E-commerce	1	2	0	0	0	1	1	0	2	0	3	1	11
Export	4	3	3	2	3	4	0	0	5	1	3	2	30
Global marketing	1	8	0	0	1	1	2	1	3	2	7	0	26
Marketing strategy	1	2	2	0	0	0	2	0	6	3	2	1	19
Marketing research	1	1	3	2	1	0	0	0	1	2	2	0	13
Product	1	2	1	1	0	0	0	1	3	0	2	1	12
Total	24	25	21	8	21	10	10	19	29	17	45	14	243

Notes: ANOVA, analysis of variance; Case, case study; CFA, confirmatory factor analysis; CROSST, cross-tabulation; DIA, descriptive analysis; LR, logit regression; MANOVA, multivariate analysis of variance (including ANCOVA); OLS, OLS regression; QM, qualitative methods; SEM, structural equation modeling; MEAN, mean difference tests (*t*-tests and *z*-tests)

Table VIII.
Methods used by
content: 1994-2011

further, we hope to see a proliferation of techniques and especially innovative applications of techniques in areas such as advertising and promotion, where the range of techniques has been restricted.

Conclusion

From a modest start, *IMR* has emerged as a leading journal in international marketing with worldwide recognition. The output has stabilized and shows clear signs of maturity. The journal presents a balanced coverage of important issues in international marketing, such as export, global marketing, advertising and promotion, country of origin, and cross-cultural studies. In addition, research on consumer behavior and branding has witnessed the fastest growth. As a highlight of the journal, *IMR* publishes special issues on a regular basis, which address pressing problems faced by marketers and researchers in a timely manner and provide insights on future research directions. A further testament to the reputation and high standing of *IMR* is that leading scholars in the field have been frequent contributors. Finally, the analysis of methodological issues demonstrates that *IMR* authors employ a mixture of data collection methods and samples in their empirical studies and that a great variety of techniques are creatively used for data analysis.

To assist *IMR* in maintaining its significant impact on marketing scholarship, we outline some possible directions for the future. First, we would like to see future papers addressing international pricing issues, as this topic is currently underrepresented, accounting for only 0.5 percent of all papers published. Second, in areas where considerable research has been published in *IMR*, related international marketing and mainstream marketing journals, it is time to undertake some meta-analyses so that empirical generalization can emerge. Moreover, such analyses should be theory driven with the hope of leading to the development of meta-theories. Third, some leading journals in marketing (e.g. the *Journal of Consumer Psychology* and *Journal of Business Research*) have begun to publish shorter empirical papers to accelerate the process of knowledge acquisition and dissemination. By adopting a similar practice, *IMR* may benefit both its readers and contributors and complement its Viewpoint section, which mostly consists of conceptual papers. Additionally, as discussed earlier, some content areas seem to be confined to limited data analysis techniques. For instance, a significant proportion of advertising and promotion research in *IMR* uses cross-tabulation techniques. We need to see innovative applications of other techniques in this and other areas that have been likewise restricted. Finally, *IMR* should include a wider range of theoretical perspectives, paradigms, data (qualitative, survey, experimental, ethnographic, secondary, etc.), and topics related to the study and explanation of international marketing-related phenomena. It should reflect an eclectic mixture of theory, data, and research methods that is indicative of a publication driven by important theoretical and substantive problems. Of course, to do so, the journal depends on receiving high-quality, rigorously researched submissions which address these challenges. We offer our best wishes to *IMR* in this regard, as well as our congratulations on its 30th anniversary.

Notes

1. *IMR* celebrates its 30th anniversary in 2013 and it was our initial intention to study the output of the journal over that period, i.e. up to and including 2012. However, at the time we began to work on this analysis the 2012 volume was not completed. We therefore made the

decision to conduct our analysis in full on the 29 years up to and including 2011, while adding some data from 2012 as available and appropriate.

2. Only one volume (four issues) of *IMR* was published during 1983-1984.

3. In a landmark study by West *et al.* (2010) examining publications in the top four marketing journals (*Journal of Marketing Research* (*JMR*), *Journal of Marketing* (*JM*), *Journal of the Academy of Marketing Science* (*JAMS*), and *Journal of Consumer Research* (*JCR*)) over a 25-year period from 1977 to 2002, Malhotra received three top-three rankings: ranked number three based on publications in all of the four journals combined; ranked number three based on publications in *JMR*; and ranked number one based on publications in *JAMS*. He has also published ten papers in *JMR*.

4. The majority of the papers published 1994-2011 use more than one data analysis/collection method. In our study, only the primary method was included. For instance, when some papers used factor scores as input into regression or discriminant analysis, we categorize the papers' main method as regression or discriminant analysis, instead of factor analysis. By the same token, only the main data collection method (i.e. for the main study) is recorded.

5. In Table VIII, the total number of some contents is < 20, which suggests that these contents were also analyzed by other methods not listed in the table. By the same token, it is not surprising to see that the total number of some methods is < 20.

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Further reading

Xu, S., Yalcinkaya, G. and Seggie, S.H. (2008), "Prolific authors and institutions in leading international business journals", *Asia Pacific Journal of Management*, Vol. 25 No. 2, pp. 189-207.

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