Cross-Cultural Management (2015, volume3, issue2)

跨文化管理

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The Report on Cross-Cultural Management Studies in Mainland China in the Past Decade: A Meta-Analysis of CSSCI Journal Articles Between 2003 and 2012*

Zheng Fan Qian Li Peng Zhang Fenghua Wang Hongli Hang Jie Hu**

Abstract In this paper, a meta-analysis is conducted on articles in the field of cross-cultural management published in Chinese Social Science Citation Index (CSSCI) and CSSCI extended source journals in the past decade. This paper analyzed the literature impact of cross-cultural management in mainland China by looking at the following indicators: paper cited, keywords, authorship and affiliated institutions, sources of funding, case inclusion, and involvement of cross-border

* This research is supported by "Study on the influence path of cultural distance on MNCs' entry mode based on active discovering technique" one of the reseach programs of The National Natural Science Foundation of China (NSFC) (71402097) and "Study on the strategic path of Borderless Management on the basis of multi-lingual cultural data bank", one of the key research programs of Shanghai International Studies University (2013114ZD001).

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joint research. Through statistical results, this article identifies the focus research areas of cross-cultural management in recent ten years, explores current research frontiers and future research directions, and also highlights the features of cross-cultural management studies in China.

Key Words Cross Culture, Cross-Cultural Management, Transnational Company, Management Studies in China, Hot Issues

国内跨文化管理10年研究报告
——基于CSSCI期刊2003—2012年文献的数据分析

范徵 李茜 张鹏 王风华 杭虹利 胡洁

【摘要】 笔者整理了中文社会科学引文索引(CSSCI)所收录的管理学来源期刊与扩展版期刊中关于跨文化管理的高水平学术论文,对时间跨度为十年的相关文献进行了系统的数据分析工作。笔者还对论文被引次数、关键词分析、相关研究学者、机构、基金、案例和跨境合作研究等文献影响力情况进行分析,同时考察了跨文化管理国内的研究现状,并基于统计结果,探讨近十年的跨文化管理研究的热点问题,以及目前的研究前沿和未来研究方向。

【关键词】 跨文化、跨文化管理、跨国公司、中国管理学、热点

1. Introduction

With the rise of the Chinese economy in the world, there is growing research interest from home and abroad in business management in China. China, in the process of its political and economic transformation, is gearing up for new strategic development opportunities and attracting a lot of inward and outward foreign direct investment. At the same time, the five-thousand-year old Chinese civilization has constantly been challenged and influenced by foreign cultures. Therefore, cross-cultural management has become an important research topic for both academia and industry. During China's

reform and opening up, Chinese companies grow together with the accelerated development of the management discipline. Yet, at present, cross-cultural management theories mostly come from the west. Hence, how is the status quo of cross-cultural management studies in China? What are the topics of interest for Chinese scholars? A comprehensive analysis will sort out areas understudied and pinpoint the direction for future studies, especially with a view to establishing a cross-cultural management theory framework adapted to the particular needs of China.

2. Research Methods

2.1 Selection of Journals and Time Range

It is widely acknowledged that the most important contributions of cross-cultural management theories come from publications in top academic journals. In general, academic journals are ranked according to their impact factors in a specific academic field. We have selected 39 top Chinese academic journals, including 29 source journals and 10 extended source journals of management discipline from CSSCI (Chinese Social Sciences Citation Index) 2012—2013 compiled by China Social Sciences Research Evaluation Center of Nanjing University, the most renowned center in China for evaluation of Social Science Researches. As to the time range, all the literatures studied cover a time span from 2003 to 2012, to represent the academic "mainstream" of research methods in China.

2.2 Selection and Evaluation of Sample Literatures

After determining the journals to be included in this meta-analysis, the next step is to select the specific articles. We choose "cross-cultural" as subject heading, keyword and title to search in CNKI database so that all papers selected will be on the topic of cross-cultural management. Retrieved time range is 2003—2012 and finally 156 articles in total are selected.

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Table 1 Number of Cross-cultural Management Articles Published in Journals

Journal	Number	Journal	Number
Science and Technology Management Research	16	*Nankai Business Review*	4
Science & Technology Progress and Policy	16	*Soft Science*	4
Shanghai Management Science	13	*Reform of Economic System*	3
Modern Management Science	12	*Systems Engineering*	3
Chinese Journal of Management	11	*Scientific Management Research*	3
Economic Management Journal	11	*Studies in Science of Science*	3
East China Economic Management	10	*Forecasting*	3
Management Review	9	*China Soft Science Magazine*	3
Science of Science and Management of Science & Technology	8	*Journal of Public Management*	1
Management World	6	*Journal of Industrial Engineering and Engineering Management*	1
Foreign Economics & Management	5	*R & D Management*	1
Science Research Management	5	*Management and Review of Social Sciences*	1
Modernization of Management	4		

Table 1 shows the number of cross-cultural management articles published in journals. Among the 39 journals, 25 of them published articles on cross-cultural management. This shows that cross-cultural management is the major theme in most core academic journals. The top five journals that published most papers in cross-cultural management are *Science and Technology Management Research* (16), *Science & Technology Progress and Policy* (16), *Shanghai Management Science* (13), *Modern Management Science* (12), *Chinese Journal of Management* (11) and *Economic Management Journal* (11).

The number of cross-cultural management articles also varies by time of publication. Figure 1 shows that the majority of the researches

in cross-cultural management are published between 2008, the year of the Olympic Games, and 2010 when Shanghai Expo were held, with 23, 23 and 20 annual publications respectively.

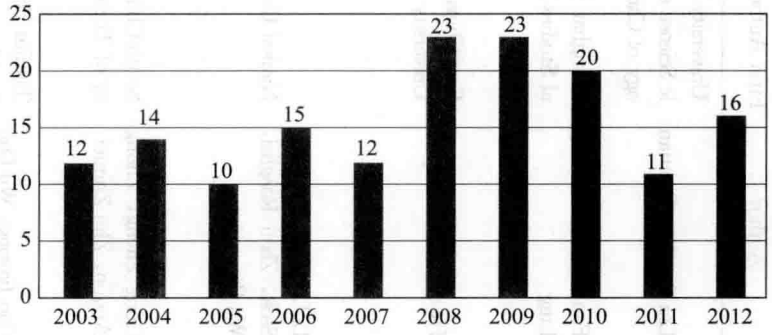

Figure 1 Number of "Cross-cultural" Management Articles Published Each Year

3. Literature Impact Analysis

3.1 Papers Cited

Cited frequency is an important indicator to measure the influence of an academic paper. Currently, CNKI database offers citation and downloading times of articles, which has established a solid foundation for database-based quantitative evaluation of academic impact. According to CNKI database, the 156 articles included in this paper have on average 9 citations each, and the twenty most-cited articles are shown in Table 2.

3.2 Representative Scholars

Among the 156 papers examined, 51 papers were written by single author, accounting for a percentage of 32.7% of the total (Table 3) whereas 69 were written by two authors, accounting for 44.2%. The other 36 papers were jointly authored by three or more researchers, accounting for 23.1%. Although the average number of co-authors of Chinese publications was lower than that of foreign literatures, collaborative research is still the mainstream of domestic academic research. Over 60% of the sample literatures in this study were written collaboratively. In addition, we found only 7 co-authored papers from Hong Kong, Macao and Taiwan researchers, accounting for 4.5% of the sample, indicating a low level of collaborative research. The remaining 98 papers were collaboratively authored by mainland China researcher, which has

Table 2 Most Frequently Cited Papers

Paper Title	Citation Times	Down Loading Times	Time Published	Journal Published	Author	First Author Affiliation
Case analysis of cross-cultural conflicts between Chinese-foreign joint ventures	26	1 036	2006	*Chinese Journal of Management*	Liu Pu, Jing Runtian	University of Electronic Science and Technology of China
Analysis on cross-cultural training based on dynamic equilibrium model	26	267	2003	*Foreign Economics & Management*	Fan Zheng, Zhang Ling	Shanghai International Studies University
The structure of consumers' affects in the context of the chinese culture and their effects on the equity of china's and foreign brands	24	1 729	2008	*Management World*	He Jiaxun	East China Normal University
A study on the impact of country image on purchase intention of customers based on Fishbein's model of reasoned action: The country images of America, Germany, Japan and Korea	22	1 078	2008	*Nankai Business Review*	Li Dongjin, Ahn Jong-Seok, Zhou Ronghai, Wu Bo	Nankai University
The conceptual model and strategic analysis of international enterprises' cross-cultural management	21	841	2006	*Science and Technology Management Research*	Gong Zheng, Zhong Anqun, Zhu Zhimei	South China University of Technology
Study on cross-cultural competence index of Chinese expatriates	16	766	2007	*Science of Science and Management of S. & T*	Gao Jiayong, Wu Dan	Tianjin Foreign Studies University

Continued

Paper Title	Citation Times	Down loading Times	Time Published	Journal Published	Author	First Author Affiliation
Psychological contract and attitudinal outcomes of psychological contract breach: A cross cultural comparison of Sino-US	16	591	2008	*Systems Engineering*	Yu Shan, Chen Xiaohong	Central South University
The theoretical origin, evolution and research review of organizational socialization	15	770	2007	*Economic Management Journal*	Yang An, Li Yanping	Wuhan University
Cultural control of parent company: Differences and integration of joint ventures' cultural statements—Based on a multi-case comparison of automobile joint ventures	12	3 034	2009	*Management World*	Tang Guliang, Xia Yifei	University of Multinational corporations and Economics
The comparison of entrepreneurial characteristics under different backgrounds of China, USA and Japan	12	539	2006	*Foreign Economics & Management*	Jia Shenghua, Wu Aiqi	Zhejiang University
Future directions for Chinese indigenous management research	10	417	2010	*Chinese Journal of Management*	Leung Kwok, Li Fuli	City University of Hong Kong

Continued

Paper Title	Citation Times	Down loading Times	Time Published	Journal Published	Author	First Author Affiliation
Cultivating cultural intelligence of cross-cultural management persons	10	364	2006	*Science & Technology Progress and Policy*	Hong Yuanyuan, Tang Ningyu	Shanghai Jiao Tong University
Impact of cultural distance on the inter-corporate trust and commitment in international marketing channels	9	1 025	2009	*Management Review*	Zhuang Guijun, Zhou Nan, Zhou Xiaolian	Xi'an Jiao Tong University
A model of influencing factors on knowledge transfers from MNC's headquarter to its subsidiaries in P. R. China	9	404	2010	*Chinese Journal of Management*	Xu Xiaojun	Fudan University
Intercultural integration in M & A in Chinese enterprises	9	388	2007	*Science & Technology Progress and Policy*	Deng Hong	Wuhan University of Technology
National culture influence on internal knowledge transfer of multinational corporations: Based on the perspective of Hofstede's national culture dimensions	9	722	2008	*Science of Science and Management of S & T*	Xu Xiaojun, Wang Yuanyuan	Fudan University
Intercultural conflict and communication measures of global virtual teams	9	316	2006	*Modern Management Science*	Liang Wenyan, Liu Yaozhong	Jinan University
Empirical study on East and West cultural differences and its implication on cross-cultural management	8	574	2006	*Shanghai Management Science*	Song Dongmei, Li Guozhen	Shanghai Jiao Tong University

Continued

Paper Title	Citation Times	Down loading Times	Time Published	Journal Published	Author	First Author Affiliation
Moderating effects of cultural difference on knowledge transfer from headquarters to subsidiaries: Based on the survey of Germany MNCs	8	294	2009	*R&D Management*	Xu Xiaojun	Fudan University
Cultural distances within Confucian Asia and their effect on inter-organization cooperation	8	402	2007	*China Soft Science Magazine*	Jiang Lu, Cheng Zhaoqian, Lin Kun	Tsinghua University
A review of work-family conflict from the cross-cultural perspective	7	906	2008	*Management Review*	Wang Yongli, He Shuzhen	Sun Yat-Sen University
Study on TNCs' localization strategy in China: Cultural perspective	7	493	2009	*East China Economic Management*	Wang Qun, Hu Jiangfeng	Fudan University
Marketing globalization and localization aggregation and compatibility	7	278	2003	*Economic Management Journal*	Xiong Yuanbin	Wuhan University

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