



Editorial

Gaining some 'Perspective' and an Open Call

In this issue, *Management and Organization Review* introduces a new feature, 'Perspectives', to our already enriching variety of articles. *MOR*'s very first Perspective contribution is Max Boisot and Marshall W. Meyer's (2008) 'Which way through the open door? Reflections on the internationalization of Chinese firms'. Forthcoming Perspectives include 'How much does national culture constrain organizational culture?' by Barry Gerhart (forthcoming) and 'Organizational knowledge creation in the Chinese context', by Ian J. Walsh, Mamta Bhatt and Jean M. Bartunek (forthcoming). These Perspective essays reconsider important concepts and assumptions from previous literature, ask new questions, offer new insight, and – to play on Boisot and Meyer's title – suggest new directions through the open doors of existing theory and methods for future researchers. In essence, *MOR* Perspectives will be well-developed and structured brainstorms, creating a bank of ideas and questions in need of greater understanding or of analysis from new angles – a bank to and from which authors are invited and encouraged to deposit and draw.

By integrating Perspectives into *MOR*, we follow the lead of *Organization Science*, which introduced the concept of this 'new editorial format' in 1997, intending the Perspective 'as an occasional forum for featuring theoretical or critical essays that challenge accepted thinking or established empirical approaches' (Lewin, 1997, p. 1). Just as *Organization Science*'s inaugural Perspective, Barbara Lawrence's 'The black box of organizational demography', is a 'thoughtful and balanced paper, which questions assumptions and identifies major problems affecting [a] well-established stream of research [and] offers new directions that could enrich and redirect . . . research' (Lewin, 1997, p. 1), we hope to offer a vehicle for the re-evaluation of accepted and established theories, particularly those relevant to the Chinese context. *MOR* Perspectives will help to answer the call for research on Chinese organizations and management phenomena by opening and leading us down interesting avenues ripe for study and empirical testing.

In the interest of promoting independent thinking (Chen, 2008), developing new research ideas, identifying gaps in already existing ideas and stimulating discussions

that are timely and relevant, *MOR* is also opening its pages to forums and literature reviews. The July 2008 issue of *MOR* featured our first Editors' Forum, 'Made in China: Implications of Chinese product recalls', on the current and controversial issue of quality and recalls in China. This forum consisted of an array of essays discussing issues from false perceptions perpetuated during recalls (Beamish & Bapuji, 2008; Meyer, 2008) to possible explanations for the existence of such recalls (Barney & Zhang, 2008; Luo, 2008; Lyles, Flynn & Frohlich, 2008). In the near future, *MOR* readers can look forward to a collection of commentary essays on two articles written by intellectual leaders of organizational theory in our field (Barney & Zhang, forthcoming; Whetten, forthcoming), examining where Chinese management research is (or should be) heading. Comprehensive literature reviews will also stimulate more research by identifying contradictions and gaps in current theories that need to be addressed and tested. A good example of such reviews is Nippa, Beechler and Klossek's (2007) article in which the authors critically examine and synthesize the literature on international joint ventures and suggest new research directions. We are interested in review papers on topics such as entrepreneurship, corporate social responsibility, the influence of MNCs on Chinese firms, Chinese culture and modern management, national culture and organizations and social capital in Chinese management.

This is an open call for Perspectives, forum proposals and reviews. There is a plethora of interesting topics for ambitious authors who are as excited as we are about the research opportunities and benefits these formats offer.

MOR is truly fortunate in its regular flow of submissions on varied and critical topics, and the four volumes published thus far include valuable research and stimulating discussions. Still, we are never content to rest when we know there exists a multitude of theories, ideas and questions revolving around management and organizations in the Chinese context that are in desperate need of more scholarly attention. Please help *MOR* in our goal to challenge established concepts in need of a little refurbishment and, more importantly, to spotlight important ideas and developments that have been overlooked. As China's organizations and management theories and practices evolve, so too must we to ensure *MOR* publishes the most valuable and relevant articles.

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