



Probing theoretically into Central and Eastern Europe: transactions, resources, and institutions

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Abstract

Since the 1990s, Central and Eastern Europe (CEE) has provided unique societal quasi-experiments, which represent opportunities to test the applicability of existing theories in international business and management studies and to develop new ones. Specifically, three lines of theorising have been advanced: (1) organisational economics theories; (2) resource-based theories; and (3) institutional theories. For each of these theories, we discuss how they contribute to the understanding of key issues, such as entry strategies of foreign investors, restructuring strategies of local incumbents, and entry and growth strategies of entrepreneurs. On this basis, we assess how CEE research has influenced the overall trajectories of theory development. CEE research has in particular highlighted the importance of contextual influences such as institutions. Thus, scholars have aimed at incorporating institutions into theories (such as organisational economics theories and resource based theories) and advancing an institution-based view of business strategy as a complementary perspective. We outline how future research in CEE and other emerging economies may advance this research agenda further.

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Introduction

At the core of contemporary research in international business (IB) and management lies the development of alternative theoretical perspectives. New phenomena of interest permit new applications for existing theories, as well as the advancement of modified or new theories. Therefore, new phenomena present a fascinating research laboratory in which to assess the explanatory and predictive power of different theories. As scholarly interests in the transition economies of Central and Eastern Europe (CEE)¹ have expanded significantly since the late 1980s (Peng, 2000; Meyer, 2001a), these interests have started to assert influence on broader theory development (Zahra *et al.*, 2000).

CEE provides an interesting laboratory for developing and testing theories, because the transition processes provide a series of unique societal quasi-experiments. Even among emerging economies, CEE is special owing to the radical switch from central planning to

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Table A1 Contributor analysis

1 Most prolific individual contributors (number of publications) ^a	2 Most prolific institutional contributors (number of publications) ^a	3 Citation analysis, full dataset (1986–2004) ^b	4 Citation analysis, articles published in the last 5 years (1999–2004) ^b
1 Sheila Puffer (5.7/10)	1 Northeastern University, USA (10.2/12)	1 Peng and Heath, AMR 1996 (79)	1 Hoskisson <i>et al.</i> , AMJ 2000 (46)
2 Detelin Elenkov (4.0/4)	2 Copenhagen Business School, Denmark (6.4/10)	2 Frese <i>et al.</i> , AMJ 1996 (57)	2 Hitt <i>et al.</i> , AMJ 2000 (40)
3 Daniel McCarthy (3.7/8)	3 Stockholm School of Economics ^c (5.2/8)	3 Child and Markóczy, JMS 1993 (52)	3 Newman, AMR 2000 (26)
4 Klaus Meyer (3.7/6)	4 University of Nottingham, UK (4.5/8)	4 Ralston <i>et al.</i> , JIBS 1997 (51)	4 Uhlenbruck and De Castro, AMJ 2000 (20)
5 Livia Markóczy (3.5/4)	5 University of Cambridge, UK (4.3/5)	5 Lyles and Salk, JIBS 1996 (47)	5 Steensma and Lyles, SMJ 2000 (20)
6 Trevor Buck (3.1/8)	6 Indiana University, USA (4.2/8)	6 Hoskisson <i>et al.</i> , AMJ 2000 (46)	6 Lane <i>et al.</i> , SMJ 2001 (16)
7 Keith Brouthers (3.0/8)	7 Ohio State University, USA (3.8/5)	7 Welsh <i>et al.</i> , AMJ 1993 (42)	7 Filatotchev <i>et al.</i> , AMJ 2000 (15)
8 Klaus Uhlenbruck (3.0/6)	8 University of South Carolina, USA (3.7/4)	8 Hitt <i>et al.</i> , AMJ 2000 (40)	8 Peng, AME 2001a (13)
9 Carl Fey (2.5/6)	9 University of California Riverside, USA (3.0/4)	9 Puffer and McCarthy, CMR 1995 (31)	Brouthers and Brouthers, JIBS 2001 (13)
Lance Brouthers (2.5/6)	10 Adelphi University New York, USA (3.0/3)	10 Filatotchev <i>et al.</i> , CMR 1996 (29)	10 Spicer <i>et al.</i> , AMR 2000 (12)
11 Ed Clark (2.5/4)	Georgetown University, USA (3.0/3)	11 Weber and Hsee, MSc 1998 (28)	11 Peng, AMR 2003 (11)
12 Mona Makhija (2.5/3)	Nottingham Trent University, UK (3.0/3)	12 Newman, AMR 2000 (26)	12 Meyer, JIBS 2001b (11)
13 Marjorie Lyles (2.4/6)	13 Texas A&M University, USA (2.7/7)	13 Holt <i>et al.</i> , CMR 1994 (22)	13 Dobrev, OSt 2000 (11)
14 Igor Filatotchev (2.3/8)	14 De Montford University, UK (2.4/6)	14 Allmendinger and Hackman, ASQ 1996 (21)	14 Fey and Bjorkman, JIBS 2001 (9)
15 Laslo Tihanyi (2.0/5)	Budapest U. of Econ. Science, Hungary (2.4/6)	15 Uhlenbruck and De Castro, AMJ 2000 (20)	15 Buck <i>et al.</i> , JWB 2000 (9)
16 Snejjina Michailova (2.0/2)	16 University of Wisconsin, USA (2.3/6)	Steensma and Lyles, SMJ 2000 (20)	Fey <i>et al.</i> , IJHRM 2000 (9)
Stanislav Dobrev (2.0/2)	17 University of Nebraska, USA (2.3/4)	17 Markóczy, AMJ 1997 (20)	Fahy <i>et al.</i> , JIBS 2000 (9)
18 Mike Wright (1.9/7)	University of Washington, USA (2.3/4)	18 Child and Czegledy, OSt 1996 (20)	18 Pearce <i>et al.</i> , OSc 2000 (8)
19 Mike Peng (1.8/3)	19 University of East London, UK (2.2/5)	19 Elenkov, CMR 1998 (17)	Michailova, AME 2000 (8)
20 Laslo Csaban (1.5/4)	20 University of Pennsylvania, USA (2.0/3)	20 Ramamurti, JIBS 1992 (17)	20 Uhlenbruck <i>et al.</i> , JMS 2003 (7)
Richard Whitley (1.5/4)			

^aBased on 218 publications in 13 top IB and management journals published during 1986–2004 (inclusive). These journals are the *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *International Business Review*, *Journal of Business Research*, *Journal of International Business Studies*, *Journal of International Management*, *Journal of Management Studies*, *Journal of World Business*, *Management International Review*, *Organization Science*, *Organization Studies*, and *Strategic Management Journal*. The first number is ‘adjusted’ giving partial credit for all coauthored papers, and the second number refers to an author’s total number of articles. See Lu (2003) and Peng (2001b) for details of this method.

^bNumber of citations in parentheses, as of 31 December 2004, according to the Social Sciences Citation Index.

^cStockholm School of Economics includes faculty of both campuses in Sweden and Russia.

(2000: 46 citations), Johnson and Loveman (1996: 23), Meyer (1998: 23), Estrin *et al.* (1997: 19), and Antal-Mokos (1998: 18). However, because books

are not clearly identified in SSCI, we are unable to provide exact citation counts for all relevant books. Finally, the SSCI database as well as our own