



## **Volume 16 – EIBA/Emerald Progress in International Business Research Series**

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**Tribute volume** to Geoffrey Jones

This sixteenth volume in the PIBR series is dedicated to Professor Geoffrey Jones from the Harvard Business School, and to the importance of historical scholarship in International Business (IB) studies. The intellectual rationale for this volume was the global pandemic in 2020. Covid-19 triggered a profound economic crisis, with a decline in global economic activity on a scale not seen since World War II. The Covid-19 pandemic has also revealed a number of systems failures, systemic hazards and fragilities closely related to the organization of global economic, financial political, and social systems. It has confronted the world with fundamental questions regarding how the global community, as well as companies in general and multinational enterprises (MNEs) in particular, should design global responses to crises. A long series of consecutive smaller events that preceded the present crisis – since 1989 – points to systemic problems in global governance. Upon closer scrutiny, most of these crises – especially as they spread out over space and time – are not entirely exogenous to internationally operating companies.

Crises are often studied in IB research as the external ‘context‘ for business strategies, but firms can also be active participants in the unfolding of crises, as the Great Recession of 2008 clearly demonstrated, with firms being at the heart of international contagion processes. The study of crises in IB could benefit greatly from studying the role of MNEs as active participants, rather than as mere passive actors, responding to exogenous events. History shows that IB crises typically unfold partially as exogenous processes, and partly as the result of MNE strategies. A multi-level and longitudinal approach to studying crises in IB is clearly necessary.

This book classifies studies of crises relevant to IB research into five types. This classification will hopefully be helpful to IB scholars, as they reflect on the type of crises they want to study themselves, as part of their future research agenda:

1. Longitudinal perspective – The importance of historical IB studies
2. Micro-perspective – On self-inflicted crises
3. Meso-level perspective – On sectoral crises
4. Macro-level perspective – On systems crises and country risks
5. Exogenous perspective – On natural disasters, emergencies and wars

**Geoffrey Jones: a tribute**

**Chapter 1: IB in times of crisis: what perspective to take?**

Rob van Tulder, Alain Verbeke, Lucia Piscitello, Jonas Puck

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