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Guest Editorial

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Guest Editorial

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ABSTRACT

The aim of the present paper is the following: (1) to provide an overview of recent advancements in the International Business Studies at the Universidad EAFIT, and (2) to comment on the articles published within the new edition of the Revista de Negocios Internacionales. The paper presents the salient issues regarding International Business in Colombia, and reflects on the importance of the proper understanding of these issues for the International Business discipline.

1. INTRODUCTION

The International Business Department is aware of the importance of providing a space for the International Business academic community in order to publish recent advancements related to the study of their discipline. The continuing effort to publish relevant articles has been reflected in the growing visibility of the relevant International Business issues for the whole academic community.

The case of Colombia, as compared to a given international context, continues to be an important study object. As an example, Posada and Tamayo (2008) can be cited, who study the transition to a urban economy and the GDP per capita growth for the Colombian case. The authors state that several models of endogenous economic growth commonly applied to these subjects can not be applied for the Colombian case, mainly because of the specific characteristics of the Colombian economic history and because the models were actually designed for countries at the technological frontier.

Another important field of study is the continuous phenomenon of migration. On the one hand, Gonzalez-Perez *et al.* (2007) highlight the difficulty of traditional

1 The author wants to thank Prof. Óscar E. Medina and Prof. Dr. Maria Alejandra Gonzalez Perez for the opportunity to be the invited editor of the present edition, Stephanie Riegler for her valuable assistance and his family for their support.

approaches in this subject to explain migration factors and the importance of push and pull factor on the decision of migrating. On the other hand, Medina and Posso (2009) estimate that Colombian is a net exporter of its educated population, and determine that the education is an important factor that contributes to the decisions of returning to Colombia or staying the United States.

Finally, the field of organizational internationalization continues to be of importance to the Colombian economy, especially as foreign direct investment in Colombia continues to grow, accounting for USD 10,600 million in 2008, as compared to USD 968 million in 1995⁴

These issues are of importance for the business sector as well as for policy makers in Colombia, and thus the present edition of the *Revista de Negocios Internacionales* includes relevant empirical investigations, specific case studies and general theoretical considerations related to the issues of interest.

2. ARTICLES

In the present edition, the articles have been found to fall into three main categories:

- A. The Case of Colombia in an international context.
- B. Migration.
- C. Organizational Internationalization.

Regarding the first category, the Colombian case in an international context Chacón-Buitrago and Buitrago-Ordoñez study the case of Universidad EAFIT volunteering groups. They apply an empirical interview methodology and compare the results obtained with international tendencies. The authors' findings are in general similar to precedent research in other countries, but they encounter important divergences in terms of the volunteer's motivation and the importance attributed to the volunteering activities.

Suarez-Vallejo studies the case of Corporate Social Responsibility in the public utilities company EPM, highlighting the positive and negative effects of these projects and comparing this specific case with international Corporate Social Responsibility practices.

Perez studies the Canadian cooperation policy in the assistance of the anti-personnel landmines victims in Colombia. The author relates the search for a solution of this problem, specifically the Ottawa Convention negotiation process and the international legal framework. The author continues by relating the specific national scenario and describing strategies and consequences, as well as the Canadian role in the process. As a main conclusion, the author states that international

cooperation is the main tool to help countries fight against the anti-personnel mine problem.

Regarding the second category, migration, Perez-Jaramillo relates the phenomenon of returning migration, studying the cases of Afghanistan, China, India, Ireland and Italy. The author concludes on the different determinants of migration and returning migration in the cases studied, as well as on specific policy recommendations for the Colombian case based upon the cases studied.

Sierra and Peñaranda study the phenomenon of irregular migration. The authors provide evidence, by different means, that although globalization apparently is an inclusive trend, it has left aside the less wealthy ones. The authors conclude that this discrimination could be considered as one of the main determinants of the international social problem of irregular migration.

Saldarriaga, Restrepo and Rodas study the consequences of a new economic system on migration in China since 1978, and relate the social implications of this phenomenon. The authors find, among others, that rural migrants are being discriminated in China, especially in terms of access to education, and health.

Regarding the third category, two organizational internationalization cases are presented. Parra studies the case of Procter & Gamble's internal organizational culture. An empirical, standardized interview methodology is applied, and the Hofstede cultural dimensions of Procter & Gamble employees are determined. The author states that there is evidence on the existence of an homogeneous culture in the studied company.

Finally, Ekström and Nilsson study the case of IKEA's organizational culture and the problems related to border crossing. The study relates the implementation strategy and the cultural differences that have created both success and obstacles. The authors obtain that although culture carriers from Sweden are applied in order to facilitate the transmission of the IKEA culture, the organizational culture is not always accepted equally in all countries.

3. ACKNOWLEDGEMENTS

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