

Editor's Note

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It has been four years since the inaugural issue of *Frontiers of Business Research in China* (FBR). Over the past four years, this new journal has brought to the world 16 issues consisting of over 100 research papers. It has successfully grown out of its infancy, and gained traction worldwide. For example, in 2010 the number of papers downloaded by readers hovers above 1 000 monthly. The journal is considered a core journal by several leading business schools in China. More importantly, the quality has been improving, while the number of papers translated from a previously published version in Chinese has been steadily decreasing. It is time to take stock and plan to break new ground.

With the first issue of 2011, the journal turns a page and moves to a new chapter. FBR will no longer publish translated papers from now on. In other words, only original contributions written in English will be accepted. In fact, all papers in this issue are original contribution written in English. Therefore, it is fair to say that the first issue of 2011 marks a milestone for FBR. This major editorial policy change is envisioned to bring the journal closer to its destiny, which is to establish itself as a mainstream refereed journal focusing on Chinese business research. This change is expected to elevate FBR to a new height, in terms of quality, timeliness, and reach.

Despite this major change in editorial policy, the mission of the journal remains the same, which is to showcase high quality research in business administration in China, the largest emerging economy and now the second largest economy in the world. As stated in the inaugural editorial three years ago, the mission of FBR is to be achieved on three guiding principles: First, the journal publishes significant research contributions to business administration in China. Second, the journal prefers research relevant to the Chinese context, with Chinese characteristics and perspectives. And third, it pursues high quality standards. FBR welcomes both theoretical work and empirical studies based on any established research method.

One of the main purposes of this editorial is to call for participation. Eager to establish itself, this new journal always needs help, more board members and reviewers in particular. As the primary readers of this journal, overseas researchers are cordially invited to get involved in our review and editorial process, and better yet to submit your work to us. Furthermore, we would like to

invite proposals for special issues focusing on particular subjects. Please contact us or our editorial assistant by email to get involved or to give us feedback.

Here we extend our appreciation to the members of the editorial board who have served out their three year term. They have been the gatekeepers who upheld quality standards, while playing a mentor role in helping authors improve their manuscript. Without their energy and enthusiasm devoted to this journal, the past 12 issues would not have been possible. To the new members who just joined the board, a big welcome! Their expertise and experience will help FBR become better.

Last but not least, the editors wish to thank many other individuals who have devoted their time and energy to this journal, including the authors, reviewers, and translators. In particular, we wish to acknowledge the outstanding contribution by Dr. Jun Liu, who helped tremendously promote this journal and review manuscripts. He did all of these while maintaining his productivity in publishing in top journals. Credit also goes to Mr. Chaowei Zhu, who has done an excellent job in helping authors translate their work. Thanks to the effort by these individuals, we are now one step closer to where we want to be, but still have to work extra hard to get there.

Baocheng Ji, Editor-in-Chief
Ji-Ye Mao, Deputy Editor-in-Chief