



Welcome to Transnational Corporations Review (TNCR): A Unique Periodical Published in Canada

**by
The TNCR Team**

(Draft for Consultation)
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Special Acknowledgements to

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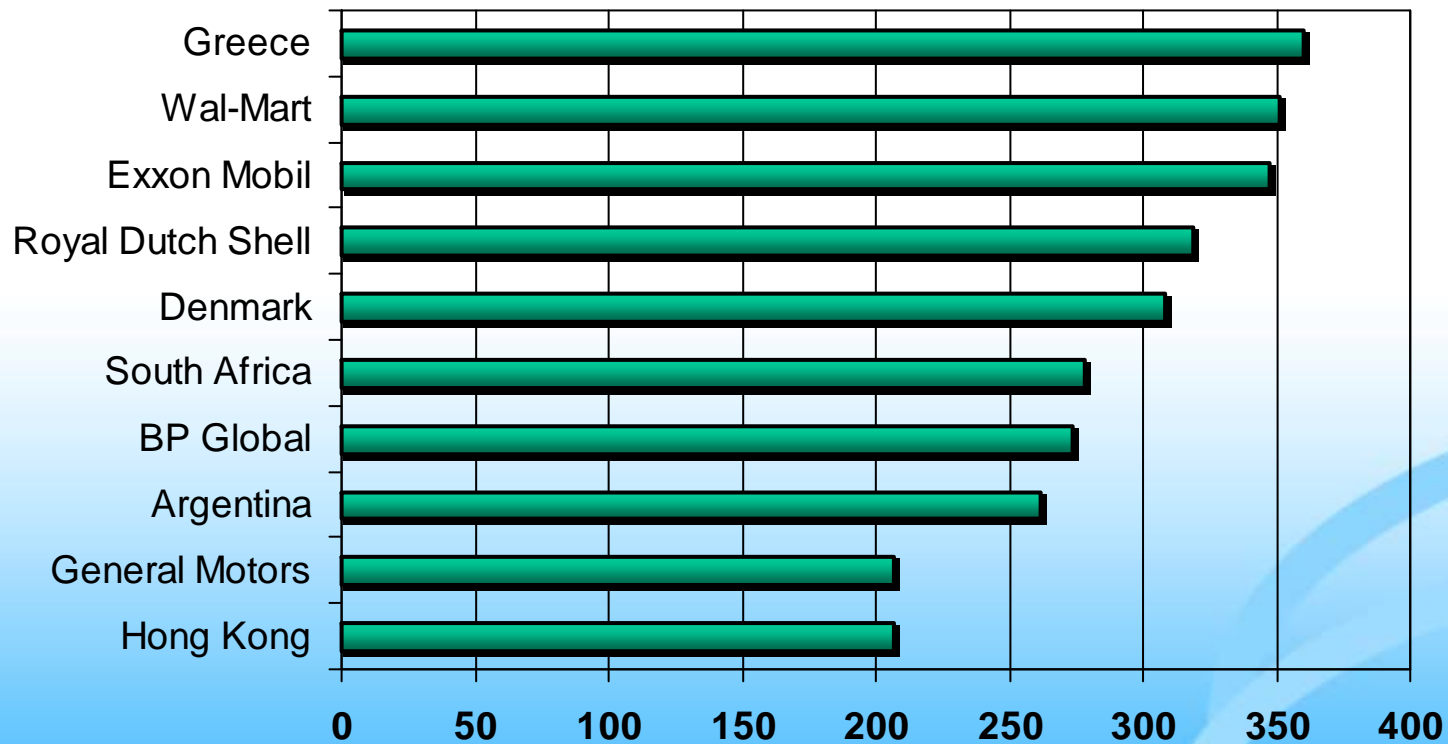


Outline

- Background/context: TNCR as a learned journal to fill a gap in the TNCs R&D field (p. 4-5)
- Mission, mandate and indexing (p. 6-9)
- Advisory and editorial development (p.10-13)
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According to UNCTAD, TNCs produced more than a quarter of Global revenues/GDP in 2010



Source: Fortune Magazine and World Bank 2007, Comparisons of the largest world TNCs with the revenues/GDP (\$billion) of selected countries.



TNCR is filling a gap in the TNCs R&D field

The UNCTAD's World Investment Report (2011):

- Global FDI in 2011 will recover to its pre-crisis level, increasing to \$1.5 trillion from \$1.2 trillion in 2010, and approach its 2007 peak (\$1.6trillium) in 2013.
- For the first time in 2010, developing and transition economies, especially the emerging markets of Brazil, Russia, India, and China (BRICs), attracted more than half of global FDI flows.
- Outward FDI from the above-mentioned economies also reached record highs in 2010.

Established in 2008, Transnational Corporations Review (TNCR) is an unique journal focusing on TNCs with an emphasis of emerging economies



Targeting a learned journal for TNCs with emerging economies

Our mission:

Dedicated to providing economic, policy, and business analysis of current issues related to TNCs, FDI, institutional innovation, and international development; with an emphasis on China's and other emerging economies' growing involvement in the global economy

Our mandate:

Address the topic from modern economic and business theory and practice including knowledge management perspectives; with serves to the needs of globally dispersed young professionals in international economics and business



Getting the well-known indexing and memberships in the field

- CrossRef: “I received your fax, thank you. I will be back in touch shortly with your account information” (Susan Collins, March 15, 2010)
- AMICUS: The AMICUS number for TNCR is 37425056 and it can be searched from <http://amicus.collectionscanada.gc.ca/aaweb/aalogine.htm> (April 6, 2010)
- ALJC (ALPSP-Association of Learned and Professional Society Publishers-Learned Journal Collection): “We received your Agreements for which we thank you, and will send to you by courier also signed Agreements to day for your file”. ALJC Team (July 13, 2010)
- EBSCO: “I am contacting you today to let you know that your publication has been nominated by EBSCO Publishing to be included” (Richard Sawyer. June 8, 2010)



More indexing to promote the Journal practice

EconLit: “Dear Liz, I am pleased to receive your mail dated March 12, 2010, which advised us that "the journal has been evaluated and accepted for listing in EconLit“ (Hugh, March 24, 2010).

Scopus: The title "Transnational Corporations Review" has been suggested for inclusion in Scopus, Elsevier's bibliographic database containing abstracts and cited references of 18,000 scientific titles from 5,000 publishers (June 15, 2010)

Ulrichsweb: Transnational Corporations Review (ISSN 1918-6444) have been added to Ulrich, the world's premier periodicals reference source (April 14, 2011).

SPD: ”your publication (s) will appear in the Standard Periodical Directory, the largest directory of U.S. and Canadian print and online magazines, journals, newsletters, newspapers, and more” (August 1, 2011)



TNCR's learning experience on Thomson Scientific approach

1st trip to Philadelphia (June 22, 2009): Manager Mary gives presentation about the Thomson Scientific practice; and we discussed the journal for reformatting an online version.

2nd trip (April 6, 2010): Both VP Jim and Manager Mary met with us for reviewing the TNCR practice and progress; and we decided a review request

First request for review (2010): Reviewing the first 3 issues in 2010, we were advised that the journal did not reach the number of citations, which a continuous effort on it is a need.

3rd trip (November 17, 2011): Along with Helen, managing director from Zhejiang University, this trip is made for learning the lessons and developing the learning experience.



Our special advisers are highly supportive to this Journal practice

TNCR advisory (9 experts) includes the first-class exports in the field and highly supportive to this practice. For examples:

- **Dr. Karl Sauvant:** Founder of the UNCTAD's *World Investment Report* and the TNCs Journal. TNCR's highly respected special advisor who has supported this practice with a distinguished professional manner
- **Dr. Elinor Ostrom:** Receiver of the 2009 Nobel Prize in Economics. Because of Professor Ostrom, this Journal has established one of special features, Institutional innovation.
- **Dr. Yongding Yu:** President of China Society of World Economics, and Editor of *China and World Economics*, a SSCI-listed journal. Professor Yu is bringing us to pay attention to China's development.



Significant executive editorial committee and review panel overseeing each issue's qualification

- Build in 2011 on an Ottawa-basis, the current executive editorial committee members (6 experts) invited from academia, policy circle and business field who are overseeing:

- the journal practice's principles and direction
- each issue's proposal (table of contents and abstracts)
- important papers' review, critical commentaries and recommendation
- relevant projects, funding and academic activities

- Over 20 special reviewers from about 10 countries whose premier language is English with at least a Ph.D. level professional experience

- each submitted paper goes through at least two reviewers
- reviewers are requested to rank the submission's 5 features with special commentaries, in addition to match to the journal themes:
 - ◆ Originality
 - ◆ Innovation
 - ◆ Technical merit
 - ◆ Applicability
 - ◆ Presentation (English)



Developing strategic partnerships and management for the Journal's practice

- **OULA, Denfar and Strategic Partnerships**
 - Ottawa United Learning Academy (OULA): Canada Periodical Fund
 - Denfar Transnational Development: Industry Canada's Internship Program
 - Partnerships and collaboration for examples
- **Collaborations for the 2007 Canada-China FDI conference:**
 - ❖ Vale Columbia Center on Sustainable International Investment
 - ❖ Center for Transnational Corporations Studies, Nankai University
 - ❖ Center for Transnational Corporations Research, MOFCOM
 - ❖ Productivity and Competitiveness Analysis Directorate, Industry Canada
- **Partnerships for the 2010 China FDI and International Trade Conference**
 - ❖ Dr. Karl Sauvant and Vale Columbia Center
 - ❖ School of Economics and Management, Northwest University at Xi'an China
 - ❖ 3 volume Conference proceedings



Multi-facet collaborations are bringing TNCR influential

- **Successful collaborations with the experts for the TNCR special issues**
 - ❖ Ostrom and her Academia in the 2nd issue, 2010
 - ❖ FDI in India in the 2nd issue, 2011
 - ❖ Corporate Social Responsibility in the 3rd issue, 2011
- **More collaborations under careful plans**
 - ❖ Call for papers on Institutionalization and Internationalization
 - ❖ Call for papers on Emerging 21st Century Asia (E21A)
 - ❖ Call for papers on China and India; Brazil and South Africa
 - ❖ Call for case studies on BRICS-Emerging Giants
- **The 2011 Special Workshop on How to Write an English research paper in China**
- **The 2012 International Conference with Wuhan University under plan**



The four themes and six sections for the Journal under careful consideration and practice

- Transnational corporations
- Foreign direct investment
- Institutional innovation
- International development

- Policy review
- Research and analysis
- Theory and practice
- Special studies
- Documentation
- Book review



An example: randomly searched citation records for one of the issues of TNCR from the Google Scholar

Applying Elinor Ostrom's Rule Classification Framework to the Analysis of Open Source Software Commons [PDF] from tnc-online.net CM Schweik... - Transnational Corporations Review, 2010 - works.bepress.com Page 1. Transnational Corporations Review Vol. 2, No. 1, 2010 www.tnc-online.net 13-26 Applying Elinor Ostrom's Rule Classification Framework to the Analysis of Open Source Software Commons Charles M. Schweik and Meelis Kitsing * ... Cited by 4 - Related articles - All 4 versions

[PDF] *International investment law and media disputes: a complement to WTO law* from tnc-online.net LE Peterson - TRANSNATIONAL CORPORATIONS, 2010 - tnc-online.net Page 18. Transnational Corporations Review Vol. 2, No. 1, 2010 www.tnc-online.net ... countries. Multinational enterprises sometimes bring pressure to bear upon host countries to crack down on local activists or campaigners. ... Cited by 1 - Related articles - View as HTML - All 3 versions

http://scholar.google.ca/scholar?hl=en&q=transnational+corporations+review+www.tnc-online.net&btnG=Search&as_sdt=0%2C5&as_ylo=&as_vis=0 (access September 30, 2010)



Randomly searched citation records for one of the issues of TNCR from the Google Scholar (con't)

[PDF] Efficiency of the Nigerian Capital Market: Implications for Investment Analysis and Performance from tnc-online.net SE Samuel... - TRANSNATIONAL CORPORATIONS, 2010 - tnc-online.net Page 53. Transnational Corporations Review Vol. 2, No. 1, 2010 www. tnc-online. ... Tel:+ 234 8059281392;+ 234 7063049070 E-mail: aglowsun@ yahoo. com, drruoka@ yahoo. com. 51 Page 63. Transnational Corporations Review www. tnc-online. net DOCUMENTATION Cited by 1 - Related articles - View as HTML - All 2 versions

[PDF] Change of subsidiary mandates in emerging markets: The case of Danish MNCs in India from cbs.dk MW Hansen, B Petersen... - 2009 - cbs.dk ... 2003), Institutional Transitions and Strategic Choices, The Academy of Management Review, Vol. ... interfirm linkages: exploring the black box of the IDP” in Transnational Corporations, Vol 14 ... and Young, S. (2006) “Sourcing Patterns of Foreign-owned Multinational Subsidiaries in ... Cited by 1 - View as HTML

http://scholar.google.ca/scholar?hl=en&q=transnational+corporations+review+www.tnc-online.net&btnG=Search&as_sdt=0%2C5&as_ylo=&as_vis=0 (access September 30, 2010)



Looking forward to the future of TNCR

- Developing a first-class journal to mainly target Canadians, Americans, and Europeans
- Building a useful platform for youth professionals from China, other BRICs and the rest of the developing world

Promoting the TNCR practice from relevant academia, policies and businesses with a global context



Your advice and inputs would be very important to us

We politely request for you:

- To advise/recommend high-level papers
- To initiate/lead any TNCR-related projects, such as a special issue, a workshop, or a conference
- To supervise/approach any relevant collaborations and funds



Annex: 海内外知名专家学者指导和支持向前发展



From left 从左至右:

Dr. Manfred Bienefeld
Dr. Karl Sauvant 博士

Dr. Anne Miroux 博士
Dr. Elinor Ostrom 博士




Dr. Vincent Ostrom
Dr. Someshwar Rao

Dr. 余永定 博士
Dr. 张彦仲 博士

Well-known experts and advisers support the TNCR practice



欢迎指导,谢谢大家

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| <p>首家中英文跨国 公司杂志媒体</p> <p>欢迎合作</p> |  | <p>联合国跨国公司 杂志协作支持</p> <p>诚邀加盟</p> |

Welcome for your comments, suggestions & collaborations