

*Journal of World Business Research: A Ten-Year Content Analysis*

International business research has increased significantly in recent decades and the Journal of World Business (JWB) is recognized as one of the top journals of the field. Using content analysis, the researcher analyzed 378 articles published in JWB during the ten year period from 2003-2012 to identify the countries most often researched as well as the location of authors publishing in JWB. The results show that the countries most often researched during the past ten years of publication were China, the United States, India, the United Kingdom, South Korea, Russia, and Japan, among others. The study identifies gaps in the literature and the findings of the study have implications for the focus of future country research, particularly regarding emerging markets.