

Editor's Introduction

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This is the last issue of Globalization on this website but it is not the last issue of Globalization. The editor wishes to acknowledge the wonderful contributions of Athabasca University in pursuing a policy of online publications, in general, and for providing a home for Globalization, in particular. Ms. Kathy Killoh has been incredibly helpful in supporting this last and earlier issues and Mr. Sergiy Kozakov has done a great job of formatting of articles in this last issue. Those who preceded them have contributed to the evolution of Globalization as a truly international journal.

This issue is symbolic of the evolution of Globalization. Globalization has changed over the last 4 years not quite in ways I planned as the current editor but in ways that are perhaps even better than anticipated. It has become less an outlet of radical scholarship by scholars in the North Atlantic and more an outlet of scholarship for scholars from Africa, Asia, and Latin America. This is incredibly important since an International Studies Association publication found a few years ago that less than 1 percent of scholarship on international subjects came from authors from the South. Globalization, the journal, has become more eclectic in its range of topics, methodology, and theory. The contributions in this issue come from Africa, Asia, Europe, and North America. In a world where social science scholarship has long been dominated by Anglo-Americans, it is incredibly valuable and important that Globalization provides an outlet for scholarship from around the world and especially from the South. For this reason alone, it is imperative that the journal continues as a platform for global scholarship on the topic of globalization. The era when the needs and interests of the world are defined by those at the center of military, economic, and political power in the United States and the U.K. are dead and rightfully so. This revolution needs to reach the academic (and legal and cultural) world as well.

This issue also reflects an eclectic range of articles covering the methamphetamine trade, creativity and competitiveness, global citizenship, teaching globalization, global ecology, decentralization and centralization, empowerment of women in Nigeria, and an experiment at the University of Texas at Austin to promote global entrepreneurship. It is a chaotic and wonderful

range of topics reflecting the diversity of topics that fall under the conceptual umbrella of globalization. I hope the readers will enjoy reading from this issue as much as I have enjoyed pulling these articles together.

Future Directions of Globalization

Athabasca University has been a wonderful host but for various reasons has chosen to consolidate its online journals, sponsoring some and charging a fee for the continued publication of others. Globalization fell into the “other” category. This is loss for those who have been part of Globalization as editors, board members, readers, and authors but it is also an opportunity, perhaps even a great opportunity. Let me describe my vision for how this can be a great opportunity.

Vision #1: International Working Paper Series

The world has a plethora of peer reviewed journals in virtually every field including globalization. Most peer reviewed journals have a protracted view process. The editor's manuscript on the Global Business Accelerator, published below, was under consideration by a leading business journal through 3 reviews over a 3 + year period. During that time the editors changed and at least one of the original reviewers disappeared and was lost by the journal's talented staff.

The blind review process also varies immensely in quality. Some journals are superb in matching manuscripts with reviewers with relevant and strong credentials. Others seem to send manuscripts out randomly. In the latter case, it has been my experience that reviewers are more committed to playing one-upsmanship, showing their cleverness, rather than nurturing manuscripts that have some potential.

Consequently, Globalization will supplement its primary purpose of being an electronic-based peer review journal by becoming an International Working Paper Series with a peer review outcome that may be either print or electronic.

Vision #2: How will it work? An International Working Paper Process

Steps 1 – Manuscripts will be submitted to the editor and posted on a new website and after receiving an initial review. This will be nominal review with about 90% of the manuscripts passing through this phase.

Step 2 – After the manuscript is posted on the website it will be subject to an interactive and open review and discussion process by scholars and non-scholars alike. A critical goal is to make the review process more open through dialogue. For those of you who teach, you may have experienced presenting your ideas to a group of students with strong views and a great capacity for critical thinking. There is nothing more valuable for a scholar than a good and challenging question from a student or a series of such questions from an entire class and the debate that ensues. That has been one of the dominant themes of my teaching career and it has been difficult, even impossible, to replicate outside of my classroom.

A typical opinion piece in the NY Times will generate 200-400 responses, many of them as thoughtful and insightful as the original essay. Globalization has failed to generate a single letter over the last four years and perhaps throughout its short history. One of the measures of the quality of a journal or any publication is the amount and quality of dialogue that it generates. In Step 2, I am proposing that the manuscript review process be open, transparent, and global in scope.

Step 3 – Authors will engage commentators, both complimentary and critical alike, and revise their manuscript based on what they learned through the process in Step 2. This process will have an open-ended time line but if a productive revision is to happen it will probably happen within 6 months.

Step 4 – Authors will resubmit their manuscript either to Globalization, which may take print or electronic form, a traditional peer review journal, or perhaps even as book or a selection in a book. It was one of my original goals to create a cluster of good manuscripts on critical issues of globalization to justify edited books on issues like the “dark side of globalization,” “globalization and education,” “globalization and corporate power”, and “globalization and the evolution (de-evolution) of democracy and civil society.”

Of course, it would be great if the best of the original “international working papers” were published in *Globalization* but this process in Step 2 can stimulate the scholarly process that will be an achievement.

Vision #3: Clusters of Globalization Interest Groups

A third goal is to create clusters or communities of scholars around the world who share an interest in specific subjects. In the current issue, each of the articles raises important questions. It is likely that many of the authors in this issue, like previous issues, worked in relatively isolation. I spent most of my academic career in the Department of Political Science at California State University at Los Angeles and we had one and only one scholar to cover each of the various subfields of political science. Out of a department that had thirty full-time and fifty part-time faculty members when I arrived as a young assistant professor, maybe one or two would have some slight interest in the scholarship of another colleague. That is how academic institutions are organized and how they work. Collegial interaction used to depend on attending conferences, a process that is increasingly costly for scholars from rich countries and largely out of reach for those from poor countries. The condition of intellectual isolation by academic specialization is sad and now unnecessary in an era with so many social networking sites available and new social networking technologies facilitating communication. The academic world has not necessarily been earlier adopters of these new technologies especially in publication and scholarship.

The opportunity to use new social networking technologies does not, however, guarantee the successful realization of Vision #3. It will take champions who want to promote and work to recruit participants around a particular topic. In 1972-3, I was teaching international political economy and an active member of the International Studies Association (ISA). I recognized a gap in the coverage of the Association, e.g., there was no real activity in international political economy. So I got permission from the Association's Board and wrote letters to about 300 scholars in the fields of business (mostly international business), economics, and political science along with ISA members who had presented papers in the field. In 1973, about 125 attended an organizational meeting of the International Political Economy Group (IPEG) that I chaired and we were off and running. In some small way, this organizational activity probably contributed to the subsequent development of the field. But it took effort and commitment to make it happen. So Vision #3 won't happen without individuals stepping up and helping make it happen.

Making It Happen

It would be less than honest if I suggested that I am not intimidated by the technological challenges ahead. I teach technology entrepreneurship, have been an entrepreneur, but I am not one of the earliest or most savvy users of new technology. So let me describe some of the challenges that keep me awake at night:

- Creation of a website that is highly interactive. While completely unconnected to Globalization a role model of what I would like to create is similar to <http://www.milehighreport.com/>. This is sports fan website for the Denver Broncos professional football team, a carryover from my graduate education at the Graduate School of International Studies, the University of Denver. It has regular blogs or essays on a weekly basis by multiple editors and contributors and a vibrant and dedicated following of fans. It is open and interactive. Creating a good website is a relatively complex process – at least for someone who has not done so in the past. If any of you have inputs and experience, your advice and inputs are definitely most welcomed. If you have some favorite website that could be a model for Globalization, please write and send me the URL. I am studying and learning but if you know about outstanding web hosts, software, etc., your inputs will also be appreciated.
- It will take champions (perhaps “topic editors” is a better phrase) who will seek out scholars, public officials and others in their topical area and invite them to contribute essays and to engage the manuscripts contributed.
- It will take a number of commentators who are willing to submit URL links to popular media (newspapers and magazines) on key issues of globalization and write a commentary on them. If Globalization is to become a vibrant website, it must do more than just facilitate the discussion of academic oriented articles. That may be our core purpose but we must do more. So are there any of you who would like to write a monthly or weekly column on some aspect of globalization?
- Globalization now has a slow turnover, which partially reflects the flow of manuscripts and partially my work schedule. To be successful, a website dedicated to Globalization needs a rapid turnover of content even if manuscripts are open to discussion for some months.

- We need a new editorial board that will pick up the baton and function as champions and commentators.
- We need a review committee that will do a blind review on manuscripts formally resubmitted to Globalization.

Business Model

A highly respected friend in the field of technology commercialization and technology transfer is in the process of creating a website focused on providing timely links to materials from around the world in his field. He is struggling with a business model and asked me recently about my business model.

At this point in time, Globalization is a “labor of love” or, more accurately, a “labor of intellectual commitment.” Globalization in its new form does not need to make money, at least not, in the near term. In two years, it may need to generate some revenue. At this point in time, the most likely avenue for generating revenue will be to position the final product as a peer reviewed printed journal and seek subscriptions from libraries. To reach that goal within two years will require a radically different process than what has driven the journal its short history and it will require a high level of participation.

Sponsorship from one or more corporations or foundations is an option for the future but only if we achieve much of the vision described above. Subscription or advertisement does not appear to be an attractive alternative and run counter to the vision for Globalization. However, the publication of short modules on various aspects of globalization for K-12 and undergraduate education may be an option for revenue generation. Certainly there is a need to help students from around the world to better understand how their world is changing and why. In the United States, K-12 education progresses from creating awareness of the local community to the nation-state in incremental steps. It has always struck me that this is the reverse of what should happen and now desperately needs to change given the challenges of an interdependent global economy, global warming, and other global ecological challenges facing humanity. My own observations as a parent suggest that young children can grasp large-scale systems, often better than adults whose minds and consciousness has been corrupted by education and ideology, and children can grasp things that seem fantastic. Thus, the universe, our galaxy, and the globe are all things that

fascinate my 4 year old son. Treehouse.com in Canada periodically shows a video about the world as if it were a village of 100. It is exceptional. Despite the resistance nation-states and local communities, there is a desperate need for educational materials and media that address the issues that have been addressed in the pages of Globalization. While it is problematic whether textbooks for undergraduate education will survive any better than the CD (compact Disk) in the music industry, there is also a need for high quality educational materials for university students and especially from a global perspective. Whether this need can be translated into revenue is to be determined.

My thinking on a business model for Globalization is “early stage” to put it generously and inputs on this issue are more than welcomed.

To Summarize

Globalization will continue to exist. It does not yet have a new home but in the meantime, please continue to submit manuscripts to me at drray61@yahoo.com. When Globalization has a new home, a notice will appear on this website. Please write me, as well, on any of the issues raised above.

This new vision of Globalization will be an open and interactive website with manuscripts being discussed and reviewed openly, revised and then published formally.

Clusters of interest around important topics of globalization will emerge. How fast and how compelling this happens depends largely on you, the readers of globalization.

Social networking strategies will help define the process of Globalization's new website and tools like LinkedIn and Facebook will become tools of the editorial process.

Sincerely,

Dennis M. Ray