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Multitemporality in IB fieldwork – defining the temporality of the phenomenon, informants and researcher

Abstract

IB scholars are increasingly interested in time, temporality and context to provide richer explanations and increase our understanding of IB phenomena. These IB phenomena are deeply embedded in their temporal context. While there has been calls for more contextual research, there is little research addressing the challenges of including time-sensitive context in the research design. This research highlights the multi-temporality of the IB research in by defining the temporality of the phenomenon, the informants and the researcher(s). The authors provide a framework that enables to capture the temporality in research leading to more robust, rigorous and time sensitive IB research.

Keywords: *IB, time, temporality, context, research*

Introduction

International Business (IB) scholars are increasingly interested in time, temporality and context (e.g. Amdam and Benito, 2022; Decker 2022; Hoorani, Plakoyiannaki, and Gibbert, 2023; Hilmersson, Johansson, Lundberg and Papaioannou, 2017; Hurmerinta, Paavilainen-Mäntymäki and Hassett 2016; Michailova, 2011; Niittymies, Pajunen and Lamberg, 2022; Poulis, Poulis and Plakoyiannaki, 2013; Welch, Piekkari, Plakoyiannaki, and Paavilainen-Mäntymäki, 2011). The growing call for more contextualised IB research (e.g. Michailova, 2011; Shenkar, 2004; Welch et al. 2011; Welch, Paavilainen-Mäntymäki, Piekkari and Plakoyiannaki, 2022), seems to have lead to a growing interest in history research, business history and historical methods in IB (e.g. Buckley, 2009; Burgelman, 2011; Buckley, 2020; Decker, 2022; Niittymies et al., 2022). There has been an increasing need to understand the internationalisation activities and decisions that firms take in their historical context (e.g. Amdam and Benito, 2022; Buckley, 2009; Niittymies et al. 2022). However, there is little guidance and explanation how to approach international business events, activities and decision in their temporal context, and less understanding about how to manage the multiple