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From the Editors:

Entrepreneurship, as you know, is an interdisciplinary field of study, but many of the academics who study the field have our "homes" in a specific discipline; the editor's "smoke stack" is management. In December 2007 the Academy of Management Journal celebrated its 50th anniversary. For such an auspicious occasion the editor of *NEJE* decided to do something he hardly ever has time to—read the journal from cover to cover! The focus of that issue, not surprisingly enough, was on the impact that the journal had on the field of management (both its theory and its practice), and, more importantly, what the journal, as well as academicians in general, have to do to further the growth of the field (and therein the value of the journal).

The two articles that most caught the editor's eye (perhaps because they were the most critical of the field and the journal) were from Jean M. Bartunek and Jeffrey Pfeffer. Bartunek (2007) noted that there was a lack of dialog between practitioners and academics and recommended "collaborative research" as a panacea for creating "forums to flesh our journal articles' implications for practice … [and] forums to discuss topics about which there is shared interest among academics and practitioners" (p. 1330). Pfeffer (2007), on the other hand, lambasted the reviewing process "as at least somewhat unreliable and conservative" in that it seemed to have a preoccupation with theory and called for "expanding our definitions [of research] to encourage clinical, qualitative research and case writing as well as the use of qualitative field methods more generally" (p. 1342).

The gist of their work, as noted by Hambrick (2007, p. 1348) is that "facts must wait theory" and that from a practitioner's perspective, this is putting the cart way before the horse. Furthermore, Pfeffer (2007) noted that "many of the major theoretical contributions have appeared in books and in less-prestigious journals" (p. 1338) and therefore the major journals in the field of management have had little impact on moving the theory and practice of management.

So what does this all have to do with *NEJE*? We believe that *NEJE* has explicitly embraced the notions discussed in this anniversary issue by exhibiting the "risk-taking behavior" that a smaller, less "prestigious" journal (as compared to say Entrepreneurship Theory and Practice) ought to take; to fill the knowledge market niches not addressed by tier 1 research journals. And why should we not practice what we as academics "preach" and try to fulfill unmet market needs?

By trying to bridge the gap between academics and practitioners, theory and practice, we attempt to serve the larger community of practitioners who not only want to be informed by academics but who also want to share their knowledge with academics. *NEJE*, we hope, accomplishes this objective by going beyond the publishing of traditional academic research of an empirical nature by first circulating pieces that embrace either new creative ideas of a less theoretically grounded nature and/or work that is "cutting edge." We do not purport that this has lead to major contributions in the field of entrepreneurship, but this has certainly allowed facts to precede theory and given these authors voice in an academic environment where nonmainstream research barely gets published (Hambrick 2007).

We have also tried, over the life of the journal (thank you, Lorry!), to not only reach practitioners but to give their work a voice through our practitioner's corner and our interviews. In the last few years we have also published case studies which, in a qualitative fashion, provide living examples of entrepreneurship and small business management. Lastly, we have now provided a forum for book reviews, another avenue of information dissemination of both basic, applied research, and practice.

This issue kicks off with an interview by Miles Davis, Shenandoah University, of Jim Sinegal, cofounder and CEO of Costco Wholesale Corporation. Second in our series of articles on faith-based entrepreneurs, the interview outlines how Jim Sinegal works to establish the integrity and values that Costco is known for without necessarily referencing his personal faith and beliefs.

From the conceptual side of the journal, we begin with an article by Richard C. Becherer, Mark E. Mendenhall, and Karen Ford Eickhoff entitled "Separated at Birth: An Inquiry on the Conceptual Independence of the Entrepreneurship and Leadership Constructs." Their article takes a rather pioneering stance by differing from the existing writings that claims there is a conceptual overlap between these two literatures. The authors claim that entrepreneurship and leadership "are in fact separate manifestations of a deeper, core phenomenon," the need to create, and they then "delineate those variables that influence entrepreneurs and leaders to exhibit" said behaviors.

The first of the two empirical pieces in the journal, "Are You an Innovator or Adaptor? The Impact of Cognitive Propensity on Venture Expectations and Outcomes," is by Kevin LaMont Johnson, Wade M. Danis, and Marc J. Dollinger. They employ concepts comparable to Miles and Snow's (1978) four business strategies by testing the assumption that "entrepreneurs think and behave differently than others" by comparing the problem-solving style of entrepreneurs (hypothesized to be innovators) and nonentrepreneurs (hypothesized to be adaptors) as it impacts the development and outcome of a new venture. Their findings indicate that "one's cognitive style can indeed play a role in the initial development and outcome for the venture, but not always as expected."

The second empirical piece by Matthew C. Sonfield and Robert N. Lussier is a comparative analysis of 159 American family businesses using size of the firm as the independent variable; it is suggested that as firms grow management activities, styles, and characteristics change. Their results indicated that there were "significant differences by size in regard to [a number of variables including] the number of nonfamily members in top management, use of outside advisors, [and] time spent engaged in strategic management …" and that understanding where a firm was in the growth cycle would help them understand their strategic and operational needs.

"TransLighting Group, Inc.: A Small Town, Family Business" by Jeff Lowenthal is a teaching case, which asks, among other things, what happens when working becomes a family "affair," both figuratively and literally. TransLighting Group, Inc. is a $300 million business that when first started, employed family and friends. This tradition continued with just about 50 percent of the employee base being either a relative or neighbor of someone in the plants; and there are more than 150 employees. The primary problem focus is governance within a family business, both upward and downward. Specifically, how performance management can be used as it relates to production issues and family-employees. A minor secondary problem focus is on staffing policies and procedures within family businesses and about personal and professional relationships in the workplace.

A rare treat in this issue is the presence of not one but three book reviews. The first review conducted by our Associate Editor of Book Reviews, Michele K. Masterfano, is of the book *Growing Pains: Transitioning from an Entrepreneurship to a Professionally Managed Firm* by Eric G. Flamholtz and Yvonne Randle. This text deals directly with family firm growth based on the authors consulting experiences—the topic previously addressed by Sonfield and Lussier. Part I focuses on developing a framework for building a successful company, the four stages of entrepreneurial development; while Part II described each stage in detail. Part III examines how one constructs a strategic plan as well as deals with issues of implementation and control, while the last two chapters address issues specific to family business.

The second book review by Lori Wagner Snyder examines Chris Steyaert and Daniel Hjorth's (eds.) text *Entrepreneurship as Social Change. A Third Movements in Entrepreneurship Book.* This series of essays challenges the traditional definition of social entrepreneurship by repositioning Schumpeter's concept of creative destruction within a community setting. The book is broken into two parts: part one explores the theoretical underpinnings for the development of an "economic actor" while part two provides real-life examples of how the concept has and can be employed.

The Oxford Handbook of Entrepreneurship edited by Mark Cason, Bernard Yeung, Anuradha Basu, and Nigel Wadeson and reviewed by William H.A. Johnson is our last review and takes on the herculean task of examining 20 years of academic research on entrepreneurship by covering the research areas of economics, psychology, sociology, and management. Meant to be "an authoritative survey" of the literature, its 27 chapters take in a cadre of topics many of which are interdisciplinary in nature and create what one might call a "must have" for PhD students studying the field.

As always, we the editors are indebted to our associate editors, the authors, reviewers, and staff who have worked on this issue and made our jobs pleasurable ones. We invite you as a NEJE reader to become more involved with our publication. We look forward to your submissions, comments on this issue (as well as the other past online issues), and your volunteering to assist in the arduous task of reviewing manuscripts.

Sincerely,

Herbert Sherman Editor	Joshua Shuart Associate Editor and Web Master	Lorry Weinstein Editor Emeritus

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