

## **80 years of the BEE's history: an undoubtedly valuable treasure**

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According to the Chicago Manual of Style, 17<sup>th</sup> edition, ‘the term foreword should be reserved for prefatory remarks by someone other than the author, including those of an editor or compiler’. It is a ‘substantial introduction [...] that is usually included [...] just before the main text’.

This is the start of a new phase in the history of the Bulletin of Economic Studies (*BEE*, as it is known by its initials in Spanish), with new challenges and objectives to be described below by its new co-editors, Cristina Iturrioz and Iñigo Calvo Sotomayor. They have asked those of us who have had the honour of bearing this responsibility in the past to write this ‘foreword’, an endeavour that we have earnestly engaged in, and we are grateful for the opportunity. Any change (particularly any major one such as the one now facing the *BEE*) is a good opportunity to take stock; even though, as Antonio Machado noted, on glancing back we will see ‘the path never again to be trodden’. Still, looking back is both desirable and necessary; in Cicero’s words, history is ‘the teacher of life’ and has valuable lessons to offer.

The first course at the ‘*Universidad Comercial de Deusto*’ (Deusto Business School) started in 1916; it was the time of World War I, and Bilbao was experiencing a period of prosperity stimulated by Spain’s neutrality. Shortly after this it seemed the right moment to find a journal that would rely on pioneering visions such as those of Román Perpiñá Grau. The *Asociación de Licenciados en Ciencias Económicas* (Economics Graduates’ Association) of the *Universidad Comercial de*

*Deusto* was set up in 1922, and it continued to plan for the launch of the journal. However, the Association did not manage to achieve this goal due to the lack of available resources. It was in 1942 when the first issue of the '*Boletín de la Asociación en Ciencias Económicas por la Universidad Comercial de Deusto*' (Bulletin of the Economics Association) was ultimately published. It is worth noting that when this early Bulletin appeared, there were still no official faculties of Economics in Spain<sup>1</sup> and Europe was in the throes of World War II. Issue no. 9 of the journal, published in September 1946, first featured the name *Boletín de Estudios Económicos*, which the journal still bears, which included articles, reviews, and references. Three issues per year have been published without interruption from January 1947 (Issue no. 10) until December 2020.

The *BEE* has been published by the Association of Economics Graduates (today Deusto Business Alumni) since its inception with a view to making it a tool for updating and providing ongoing education for its members. The goal of the *BEE* was also to become a point of reference for all business management and administration professionals. It was decided to position it as a scientific journal, given the rigour required when dealing with the topics covered. Great care was also taken to ensure that its contents would be interesting and relevant for its members, for economics and business professionals, and for academics. Most of the authors specifically belonged to these groups.

Throughout its 80 years of existence, the *BEE* has always sought to have balance. This encompasses its subject matter (by combining economic analysis with business management); its approach (by publishing strictly scientific contributions and practical applications); and its style (by combining academic rhetoric with the fluency of professional language). The journal's monographs have incorporated interdisciplinarity, on the understanding that education is characterised by having a broad vision, while ensuring that humanist and ethical values govern both reflection and action of the business management professional.

The *BEE* set out to be, and has succeeded in being, a platform for the dissemination of both academic research and of rigorous and successful business management practices presented by their protagonists (many of them members of the Graduates' Association). This strategy has been driven by the strong editorial belief in the vast potential that both types

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<sup>1</sup> The first Faculty of Politics and Economics was established in 1943 and the Faculty of Political, Economic and Business Sciences was created in 1953.

of input have for promoting better, more effective management. Relevance, impact, and topicality have inspired the choice and configuration of every quarterly monograph. We have also sought to periodically publish monographic issues that present the most recent advances in a specific area of business management: finance, logistics, marketing, etc. A review of the titles of these monographs gives a good idea of the issues of concern in the Spanish economy over the past few years<sup>2</sup> and of the great strides taken by management science during the last few decades.

Many people have made the Bulletin possible over these eighty years: the initial promoters, the Graduates' Association, the members of the Editorial Board, authors, readers... We would like to warmly acknowledge all of them, but it is only fair to mention those who preceded us in managing the *BEE*: Father Sebastián Mantilla, José Ángel Sánchez Asiaín, Father Demetrio Iparraguirre, Santiago García Echevarría, José Félix Fernández de Aguirre, Juan Francisco Santacoloma, Dionisio Cámara, and Juan Jordano. Nor can we forget those who carried out administrative tasks, namely, Juan Zuazo, José Luis Aguirre, and Gabriela Mateos.

As a pioneering journal in its field, the *BEE* had little competition in its early years, and enjoyed the loyalty of the members of the Graduates' Association. This led to greater dissemination and impact on society in excess of 4,500 copies in print, as well as a growing number of online subscribers who have joined in recent years. The Bulletin's journey since its birth and for many years was only possible thanks to the joint effort of the Graduates' Association and the *Universidad Comercial de Deusto*:<sup>3</sup> They formed a team which carried the Bulletin (and so many

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<sup>2</sup> The Bulletin of Economic Studies is available on ProQuest almost in its entirety. For more information on the history of the Bulletin, please see:

Colinas, J.A. (1966): *Historia de la Universidad Comercial de Deusto 1916-1966*, Universidad Comercial de Deusto, Bilbao.

Colinas, J.A. (1974): *50 Años de Historia de la Asociación de Licenciados en Ciencias Económicas por la Universidad Comercial de Deusto 1922-1972*, Universidad Comercial de Deusto, Bilbao.

Revuelta, M.D. (1992): 'El Boletín de Estudios Económicos en su 50º Aniversario', *Boletín de Estudios Económicos*, August, no. 146, pages 263-274.

Revuelta, M.D. (2017): *Cien Años de la Creación de la Primera Escuela de Negocios Española. La Universidad Comercial de Deusto. (1916-2016)*, Fundación Luis Bernaola, Bilbao.

<sup>3</sup> Several professors were particularly involved, as well as the library (where tasks related to the Faculty, the Association and the Bulletin often overlapped).

other things) forward. The tasks and the resources allocated to them were then separated over time.

On the occasion of the celebration of the respective centenaries of the *BEE* and of some institutions related to the Journal (University of Deusto, Deusto Business School, *Fundación Vizcaína Aguirre*)<sup>4</sup>, the Bulletin has paid a well-deserved tribute to them. It has also honoured the memory of Jesuits who stood out for their dedication to the *Universidad Comercial de Deusto*, namely, Fathers Chalbaud, Bernaola, Iparraguirre and Chacón. Throughout its eighty-year history, the Journal has also received numerous awards and has been included in influential publication lists; however, none of this would have been of importance had it not been based on the appreciation of its readers and the enthusiastic collaboration of all the authors who have left their mark on the 231 issues published to date. The pages of the Bulletin illustrate the high standard of many of the contributors.

As we said at the beginning of these pages, today marks the beginning of a new cycle in the life of the *BEE*. Our journal, the Deusto Business Alumni journal, is evolving to assist and face up to the new strategic challenges that the Association itself and Deusto Business School are taking on for the future. It could not be otherwise because their paths have always been aligned, and the synergies of this joint work are more than evident. The new stage does not close a door; rather, it opens new opportunities to showcase the value of all that has been achieved so far and keep alive the messages contained in its pages. If we take into account that the average lifespan of an article published in a blog is two to three years, we can appreciate the fact that articles published in the *BEE* decades ago are today still being referenced in new pieces of research.

The *BEE*'s eighty-year history is a valuable treasure that we are leaving in the best possible hands: those of the new co-editors, Cristina Iturrioz and Iñigo Calvo Sotomayor, to whom we wish great success in managing the journal. We share with them the message of the Danish philosopher Søren Kierkegaard that 'life can only be understood backwards, but it must be lived forwards'.

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<sup>4</sup> The Graduates' Association itself reaches its centenary this year. What better way to celebrate than by engaging in this exciting editorial innovation project: the *BEE*!