

EDITOR'S PERSPECTIVE:

Big Ideas

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“The grass withers, the flower fades,
But the word of our God stands forever.”
Isaiah 40:8, NKJV

Last spring I was on a panel of editors that included the senior editors of two top academic journals. During the discussion, I had the opportunity to describe the *Journal of Biblical Integration in Business* and its focus on the Bible. It was interesting to watch the audience in that secular academic setting. Some people were clearly outraged; others were politely blank. What surprised me was the warm response from many of the scholars in the audience. After the panel I was surrounded by a group of people unmistakably interested in how the Word of God integrates into business and pleased to learn about the CBFA. We may see some of those people at the annual conference; we will certainly see some of them in heaven.

This was yet another reminder that a journal devoted to Biblical integration is potent. The Word of God is “... powerful, and sharper than any two edged sword, piercing even to the dividing asunder of soul and spirit, and of the joints and marrow, and [is] a discerner of the thoughts and intents of the heart” (Hebrews 4:12). We hold spiritual and academic dynamite in our hands.

Some academic journals have been criticized for publishing more and more about less and less. This is not true of the *JBIB*. Consider the issue in your hand. It is distinguished by bold thinking about big subjects. In the first article, Dr. Discua Cruz asks “What makes a Christian family business different from other family businesses?” and outlines an ambitious research agenda. He welcomes colleagues in this research; if this is your interest contact him.

Dr. Michael Cafferky increases his body of scholarly work in these pages with a thought provoking discussion called “Toward a Biblical Theology of Efficiency.” Efficiency and effectiveness are key management principles; understanding what God thinks about these things is at

the core of Biblical integration in management. Finally Dr. Robert Roller extends Richard Chewning’s classic article, “A Dozen Styles of Biblical Integration: Assimilating the mind of Christ” (Chewning, 2001) by creating a typology of “Twenty One methods of Biblical Faith Learning Integration,” complete with definitions and charts. This is very helpful for those desiring a practical understanding of Biblical integration. Following these are three lively cases and some excellent book reviews. The big ideas in this issue will be useful to scholars, and become required reading for graduate students.

You also hold in your hands a special *JBIB* issue on “Gender, Business and Scripture,” edited by Dr. Julia Underwood. “Gender, Business and Scripture” is part of an exciting series of *JBIB* theme issues that focus on topics of special interest to CBFA members. In its pages you will find some exceptional thinking on this subject — which could hardly be bigger or more important, encompassing, as it does, God and the entire human race.

Other examples of big ideas were in the joint *JBIB/CBAR* section in the Spring 2013 *CBAR* called “Christian Business Education in the 21st Century.” This was a retrospect and update from the articles in the “Special Millennium Section” of the *JBIB*, published in 1999 just before the turn of the century. The authors who shared their valuable insights on what has happened in the intervening years, gave us some surprising understandings and big visions. This first joint effort of the CBFA journals was so successful that we plan to do another.

Following are two opportunities to think about big ideas. You will find the details in the back of this journal.

**CALL FOR PAPERS:
JBIB SPECIAL ISSUE ON
"BUSINESS AND THE SABBATH/LORD'S DAY"
*Edited by Kent Seibert***

**CALL FOR PAPERS:
JOINT JBIB/CBAR ISSUE ON
"A TIME TO CONSOLIDATE
INTEGRATION THEORY"**

The first Call for Papers is for a *JBIB* special theme issue on "Business and the Sabbath/Lord's Day," edited by Dr. Kent Seibert of Gordon College. God "blessed the Sabbath day and made it holy, because on it He rested" (Genesis 2:2). This special issue, scheduled for 2015, presents a fruitful opportunity for CBFA scholars to do in-depth thinking about the place of quiet and rest in Christian business life.

Another provocative call is for a second joint issue of the *JBIB* and the *CBAR*, also scheduled for 2015, called

"A Time to Consolidate." For 35 years, CBFA members have presented outstanding integration scholarship in theory and in pedagogy — but the scholarship has been fragmented. No consolidation of thought has been developed; there is no generally accepted body of integration theory or integration pedagogy to be built upon. As a result, our efforts lack the force and impact they might otherwise have.

The CBFA journals seek jointly to provide a forum to begin this consolidation. It is time to mutually decide what biblical integration IS and HOW best to teach it — or at least to decide what the major issues are. CBFA needs to push the boundaries onward in integration theory and also work on common standards of integration in the classroom.

We have a big God and we have opportunities to think about big ideas. Let us press on to the goal to win the prize for which God has called us...in Christ Jesus (Philippians 3:12).