



Special Issue on Business Strategy & Policy

Call for Papers

Business strategy involves the formulation and implementation of the major goals and initiatives taken by an organization's top management on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.

Business Policy defines the scope or spheres within which decisions can be taken by the subordinates in an organization. It permits the lower level management to deal with the problems and issues without consulting top level management every time for decisions.

In this special issue, we intend to invite front-line researchers and authors to submit original research and review articles on **Business Strategy & Policy**. Potential topics include, but are not limited to:

- Decision-making and business investment
- Marketing strategy
- Strategic planning and business development
- Control mechanisms
- Implementation performance
- Business, leadership and public policy
- Corporate strategy and corporate governance
- Competitive advantage, profitability and management
- Portfolio management
- Risk management
- Organizational research
- Performance, innovation and policy
- Sustainable business

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Business Strategy & Policy**” should be chosen during your submission.



According to the following timetable:

Submission Deadline	May 28th, 2019
Publication Date	July 2019

For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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