Special Issue on Business Strategy & Development

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.

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

- Economic theory and business behavior
- Business model vs. strategy
- Strategic decision-making
- Effective marketing strategies
- Macroeconomics for business management
- Organizational strategy and control
- Strategic management
- Innovation and entrepreneurship
- Competitive advantages for business
- International business strategies
- New business development
- Sustainable business growth
- Corporate social responsibility
- Risk management

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 & Development” should be chosen during your submission.

According to the following timetable:

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<th>September 30th, 2022</th>
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<td>Publication Date</td>
<td>November 2022</td>
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For publishing inquiries, please feel free to contact the Editorial Assistant at submission.entrance1@scirp.org

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