



Special Issue on Business Strategy & Development

Call for Papers

The academic topic of "Business Strategy & Development" focuses on understanding the processes and decisions involved in formulating and implementing strategies to achieve long-term goals and growth in an organization. It involves analyzing the competitive landscape, identifying opportunities, and making strategic choices to create and sustain a competitive advantage. Business strategy refers to the overall plan and direction of an organization, considering factors such as market positioning, product development, resource allocation, and differentiation from competitors. It involves assessing the internal strengths and weaknesses of the organization and aligning them with external opportunities and threats in the market. Business development, on the other hand, focuses on identifying and pursuing growth opportunities for the organization. This can involve activities such as market research, partnerships and collaborations, mergers and acquisitions, new product/service development, and market expansion. Researchers in this field examine various aspects of business strategy and development, including strategic decision-making processes, competitive analysis, innovation strategies, market entry strategies, strategic alliances and partnerships, and organizational change management. They aim to understand the factors that influence successful strategy formulation and implementation, as well as the dynamics of industry competition and market evolution.

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:

- Strategic management and planning
- Strategic marketing
- Decision-making
- Strategy and entrepreneurship
- Corporate strategy
- Competitive strategies and advantages
- International business and global strategy
- New business development
- Innovation and technology strategy
- Sustainability and corporate social responsibility
- Risk and change management
- Strategic human resource management
- Partnerships and collaborations



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:

Submission Deadline	November 15th, 2023
Publication Date	January 2024

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

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