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## Special Issue on Strategy and the Business Landscape

### Call for Papers

"Strategy and the Business Landscape" explores how organizations navigate the complex and dynamic environment in which they operate. This academic topic delves into how businesses formulate, implement, and evaluate strategic plans to achieve their goals and remain competitive in the market. It examines the impact of various factors such as technological advancements, globalization, and changing consumer preferences on shaping business strategies and ultimately influencing organizational success.

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

- Industry analysis and competitive dynamics
- Competitive strategies and advantages
- Strategic management
- Corporate strategy
- International business and global strategy
- Strategic leadership
- Strategy and entrepreneurship
- Innovation and technology strategy
- New business development
- Sustainability and corporate social responsibility
- Digital transformation and business strategy
- Consumer preferences and strategic marketing

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 – Strategy and the Business Landscape**" should be chosen during your submission.

According to the following timetable:

Submission Deadline	June 4th, 2024
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