TABLE OF CONTENTS

- Description .................................................. p.1
- Audience ...................................................... p.2
- Abstracting and Indexing ................................... p.2
- Editorial Board ............................................... p.2
- Guide for Authors ........................................... p.16

DESCRIPTION

The Journal of Business Research aims to publish research that is rigorous, relevant, and potentially impactful. Recognizing the intricate relationships between the many areas of business activity, JBR examines a wide variety of business decision contexts, processes and activities, developing insights that are meaningful for theory, practice, and/or society at large. Its research is intended to generate meaningful debates in academia and practice, that are thought provoking and have the potential to make a difference to conceptual thinking and/or practice. Published for a broad range of stakeholders, including scholars, researchers, executives, and policy makers, the Journal aids the application of its research to practical situations and theoretical findings to the reality of the business world as well as to society.

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