



Call for papers – First issue of the Applied Business & Management Review (ABMR)

The **Applied Business & Management Review (ABMR)** is pleased to announce the call for papers for its inaugural issue. ABMR is a peer-reviewed academic journal committed to publishing high-quality, impactful research that advances knowledge in **business and management**.

We invite scholars and early career researchers to submit **original and unpublished manuscripts** that offer theoretical, empirical, and practical insights into contemporary business and management issues. The journal aims to foster scholarly discourse by addressing current challenges, emerging trends, and innovative solutions that shape the global business landscape.

- **Scope and areas of interest :**

ABMR welcomes research contributions in, but not limited to, the following areas:

- ❖ **Strategic Management and Corporate Governance**

- Competitive strategies in a dynamic environment
- Corporate governance and stakeholder management
- Strategic decision-making and leadership

- ❖ **Public Policy and Public Management**

- Government policies and their impact on businesses
- Public-private partnerships and economic development
- Innovation in public service management

❖ **Management Control Systems, Audit, and Risk Management**

- Internal controls and risk assessment
- Corporate risk management and compliance
- Audit innovations and financial transparency

❖ **Accounting and Financial Management**

- Financial reporting and disclosure practices
- Corporate finance and capital structure
- Financial markets, investments, and risk analysis

❖ **Entrepreneurship and Innovation**

- Startup ecosystems and venture capital
- Business model innovation and digital entrepreneurship
- Entrepreneurial leadership and management strategies

❖ **Marketing and Consumer Behavior**

- Digital marketing and e-commerce strategies
- Consumer psychology and decision-making processes
- Brand management and market positioning

❖ **Organizational Behavior and Leadership**

- Employee motivation, engagement, and well-being
- Leadership styles and their impact on performance
- Workplace diversity, equity, and inclusion

❖ **Operations, Supply Chain Management, and MIS**

- Supply chain resilience and sustainability
- Digital transformation in operations and logistics
- Management Information Systems (MIS) in business decision-making

❖ International Business and Globalization

- Global market expansion and trade policies
- Cross-cultural management and global leadership
- Emerging markets and international business strategies

❖ Sustainability and Corporate Social Responsibility (CSR)

- Sustainable business practices and environmental responsibility
- Social entrepreneurship and impact investing
- Ethical business practices and corporate governance

❖ Digital Transformation and Technology in Business

- Artificial intelligence, blockchain, and big data in business
- FinTech and the future of financial services
- Cybersecurity and digital risk management

❖ Healthcare Management

- Business strategies in the healthcare sector
- Healthcare innovation and digital health solutions
- Policy implications for healthcare management

Interdisciplinary research that bridges multiple areas of business and management is strongly encouraged.

• Manuscript Submission Guidelines :

❖ Manuscript Requirements :

- **Originality:** Submissions must be original, unpublished, and not under review elsewhere.
- **Manuscript Length:** Maximum **70,000 characters** (including spaces, references, and appendices).
- **Language:** Manuscripts must be written in **English** in a clear and scholarly style.

❖ **Formatting Specifications :**

- **Document Format:** Microsoft Word (.doc or .docx)
- **Font:** Times New Roman, size 11
- **Spacing:** Single-spaced
- **Margins:** 2.5 cm on all sides
- **Page Size:** A4

❖ **Structure of Submission:**

1. **Title Page**

- Title of the paper
- Name(s) of author(s)
- Institutional affiliation(s)
- Corresponding author's contact details (email)

2. **Abstract (Maximum 300 Words)**

A concise summary of the research, including:

- Research theme and context
- Objectives and research dilemma
- Theoretical framework and methodology
- Key findings and contributions

3. **Keywords (3-5 Terms, Separated by Semicolons)**

Select relevant terms that best represent the research scope.

4. **Main Text**

- Introduction (background, problem statement, research question)
- Literature review
- Methodology
- Findings
- Discussion
- Conclusion and implications

5. **References**

- Cite all sources following the APA academic citation style.

6. **Appendices (if applicable)**

- **Submission Process and Review Policy**

- Manuscripts should be submitted via email to abmr@mesos-bs.com.
- Submission Deadline: **March 15, 2025**.
- All submissions will undergo a **double-blind peer review process** to ensure academic rigor and integrity.
- Manuscripts that do not adhere to the formatting guidelines may be returned for revision before the review process begins.

- **Why Publish with ABMR?**

- **High Academic Standards:** Rigorous peer review process ensuring quality research publication.
- **Interdisciplinary Approach:** Encouraging collaboration across business and management disciplines.
- **Timely Publication:** Efficient review process with a commitment to timely publication of accepted papers.

Researchers, scholars, and industry professionals are encouraged to contribute to the **first issue** of ABMR and become part of this new academic platform.

For inquiries and manuscript submissions, please contact: **abmr@mesos-bs.com**.

We look forward to receiving your contributions.