



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:

- Decision-making and business investment
- Marketing strategy
- Strategic planning and business development
- Control mechanisms and implementation
- Business, leadership and public policy
- Corporate strategy and corporate governance
- Competitive advantage and profitability
- Portfolio management
- Risk management
- Business performance and innovation

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 13th, 2019
Publication Date	January 2020

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



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