



Special Issue on Business Strategy and Economics

Call for Papers

Business Strategy and Economics is an interdisciplinary field examining how economic principles, strategic thinking, and managerial decisions shape business performance and competitiveness. It covers strategic management, market analysis, business models, competitive strategy, innovation, entrepreneurship and economic decision-making. The field applies theoretical, quantitative and empirical approaches to understand firms and markets, develop effective strategies, and address emerging challenges related to globalization, digital transformation, sustainability and evolving business environments.

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

- Strategic Management and Competitive Strategy
- Business Economics and Economic Analysis
- Market Structure and Competitive Dynamics
- Performance Measurement and Strategic Control
- Behavioral Strategy
- Strategic Leadership
- Game Theory and Strategic Interaction
- Industrial Organization Economics and Market Positioning
- Business Model Innovation and Development
- Corporate Strategy and Decision-Making
- Consumer Preferences and Strategic Marketing
- Corporate Diversification, and Merger & Acquisition
- Strategic Cost Analysis, and Pricing/Revenue Decisions
- Entrepreneurship and New Venture Development
- Innovation, Technology and R&D Strategy
- International Business and Global Strategy
- Non-Market Strategy & Political Economy
- Regulation, Competition Policy and Antitrust Economics
- Strategic Risk Management
- Digital Transformation and Business Strategy
- Platform Strategies and Business Ecosystems
- Sustainable Business Strategy and ESG



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 and Economics**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	December 14th, 2026
Publication Date	February 2027

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

OJBM Editorial Office