



SBS Journal of Applied Business Research

INTRODUCTION

At SBS Swiss Business School we believe that managerial success in the XXIst Century will be related to *the capacity to apply business knowledge into practice* in a way that can be understood and shared by all the stakeholders of the organization. In order support this idea and contribute to excellence in management skills, SBS Swiss Business School has developed the SBS Journal of Applied Business Research (SBS_JABR). The Journal contributes to the creation of “State of the Art” academic and professional knowledge under a fully international dimension. The Journal is based in a “peer to peer” revision process according to the traditional academic practices.

AIM AND OBJECTIVES

The primary goal of The SBS Journal of Applied Business Research (SBS-JABR) is to highlight those business practices based under action and applied research which sustain business excellence. It is a refereed, multidisciplinary Journal which targets to academics, business managers, CEOs, Ph.D's and Doctor of Business Administration (D.B.A.) candidates and graduates.

The SBS Journal wants to create a new formal channel of communication between universities, Business Schools and management practitioners such as policy makers, government agencies, academic and research institutions and persons concerned with the complex role of business.

It also aims to promote academic discussion and strategic analysis for practitioners on managing global competition in products and services for all sectors in a worldwide basis.

The publication at SBS Journal of high-quality empirical and research applied papers that advance knowledge and its application in a complex global world helps to expand business systems thinking and business modeling issues.

Finally, the Journal offers an international dimension accepting papers from any corner of the globe, it develops and increases a network of contributors and editors from many different universities and B-Schools in all continents, fostering the interrelationship of structures and processes in a global arena.

The Journal will cover areas for applied research papers and case studies in the fields of General Business, Human Resources, Marketing and Sales Management, Financial Management, International Business, Operations Management, Managerial Skills and Applied Business Economics.

READERSHIP

Academics, researchers and students, especially graduate students in Doctor of Business Administration (DBA) and similar programs; executives, policy makers and administrators in private and public sector, strategists, management consultants and others interested in the field of first class management of postgraduate education.

CALL FOR PAPERS

As a first priority the SBS Journal welcomes high quality papers originated at D.B.A. programs in Universities and Colleges. Articles can be signed by Professors, lecturers, DBA candidates, executives, policy makers and administrators in private and public sector, strategists, management consultants and others interested in the field of first class management of postgraduate education.