

BACKGROUND

North South Business Review (NSBR) is a peer reviewed business journal. This journal is published by School of Business & Economics of North South University which is a leading business school in South Asia. However, it is regulated by the Editorial Board comprised by internationally famous scholars in business filed from USA, Canada, UK, and Bangladesh. The journey of this journal has been started from 1996. Since 2013, this journal has been published two issues each year. The North South Business Review (NSBR) is a journal dedicated to publishing theoretical, conceptual, applied and fundamental research in multidimensional fields of business and development. *NSBR* provides researchers with an avenue to make significant contributions to emerging issues in business. The journal encourages article submissions that position the foundation for future investigations. Hence, NSBR also encourages research papers that apply theory developed from business study to actual business scenario. Recognizing the complex relationship between many areas of business and service related activities, *NSBR* examines a wide variety of business decisions, processes, and performance within interdisciplinary setting. Theoretical and empirical studies of managers' behavior, financial planning, organizational relations, marketing strategy, risk strategy and international business are also encouraged on a regular basis.

MISSION

The NSBR journal has set its fundamental mission to focus on the exchange of contemporary multi-dimensional business and development trends and research results as well as the presentation of real world experiences. The objective of this emerging journal is to publish, share, and discuss fundamentals, applications and pragmatic experiences in the field of interdisciplinary business sector like, marketing, management, finance, economics and other business sectors. More specifically, NSBR aims to publish scholarly articles both qualitative and quantities that ask and provide knowledge to answer potential questions in business field, develop, test, or modify theory, replicate and validate previous studies, provide direction for future research in the emerging development areas, and review and synthesize existing research with possible research gap in business field.

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POLICIES

- Focus and Scope

Fields of interest include, but are not limited to:

- ✓ General Management
- ✓ Strategic Management
- ✓ Supply chain Management
- ✓ Organizational Behavior
- ✓ General Marketing
- ✓ Digital Marketing
- ✓ Social Media
- ✓ Accounting
- ✓ Finance
- ✓ Economics and Development
- ✓ Entrepreneurship and innovation
- ✓ Emerging economies
- ✓ Corporate Social Responsibility (CSR)
- ✓ Corporate governance
- ✓ International business
- ✓ Business ethics and management
- ✓ Diversity, inclusion, and gender in business
- ✓ Service management
- ✓ Cross cultural management
- ✓ Conflict management
- ✓ Competitiveness
- ✓ Project management
- ✓ Family business, small business, and SMEs
- ✓ Management history
- ✓ Sustainable development
- ✓ Technology management
- ✓ Policy management
- ✓ Productivity and performance
- ✓ Knowledge management
- ✓ Retail businesses
- ✓ Business foresight
- ✓ Strategy
- ✓ Sport business and management
- ✓ Modelling management
- ✓ Information Systems
- ✓ Knowledge Management
- ✓ Intellectual Capital
- ✓ Digital Economy
- ✓ Electronic Commerce
- ✓ Business Analytics

- Peer Review Process

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to two referees for double blind peer review. The submitted papers should be original, unpublished, and not in consideration for publication elsewhere at the time of submission to NSBR. All paper submissions will be refereed in a double-blind review process by at least two international reviewers with expertise in the relevant subject area.

- Publication Frequency

The publication frequency of NSBR is bi-yearly

However, special issues are published on each year based on contemporary interesting and meritorious topic

- Open Access Policy

It is a significant policy of NSBR authority to provide open access to all of its issues and content so that potential international and local researchers can be benefitted by getting free access to advance and contemporary knowledge in the multi-dimensional business field.

Open Access Web Link:

- Guideline for Publication Ethics and Malpractice

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Requests to reproduce material from NSBR journal are being managed through the publication policy of North South University publication service.

SUBMISSIONS

- Online Submissions

All new articles will be submitted to the following address:

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- Author Guidelines

Journal Language and Formatting

- ✓ Papers will be accepted only in **English**.
- ✓ Page numbers of submissions are not limited; however it should be justified.
- ✓ Formatting of the paper should follow APA guideline

Submitted contributions undergo a double-blind review. In order to make this possible, please submit two versions of your paper in DOC or PDF format:

1. A version of the paper without the authors' names.
2. A version of the paper with the authors' names. Please do not forget to add the authors at the beginning with complete affiliation and a short CV (limited to 100 words) at the end of the paper.

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