

# GLOBAL BUSINESS MANAGEMENT REVIEW (GBMR)

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## CALL FOR PAPER

**Global Business Management Review (GBMR)** an online, open access, biannual double peer-reviewed, international journal which publishes case studies and research works that are innovative, conceptual, hypothetical and theoretical in its nature that provides an investigative acumens in the field of business. The case and papers are expected to provide vital insights on innovative concepts and issues that could lead to tough understanding and analysis of the key concerns which are part of the business.

The Scope of the journal covers the areas of business management which include management, marketing, finance, economics, human resources management, international business, technology management and entrepreneurship. We expect articles, case studies, commentaries, research papers and white papers from CEOs, Corporate leaders, Research Scholars, Academicians, Students Community and all other Business Stakeholders.

*We are looking forward to receiving your paper.*

## **AREAS OF INTEREST**

### **LEADERSHIP INNOVATION AND CHANGE**

The specific research areas include the following topic, but not restricted to:

|                                       |  |
|---------------------------------------|--|
| Leadership Development                | Labor issues                           |
| Innovation and creativity             | Welfare Management                     |
| Entrepreneurial orientation           | Talent Management                      |
| Motivation at work                    | Team building                          |
| Motivation and Productivity           | Habit development                      |
| Performance management                | Attitude development                   |
| Work Culture development              | Effective transaction for productivity |
| Change Management                     | Personality development                |
| Workforce management                  | Succession planning                    |
| Brand building through HR initiatives | Quality of life                        |
| International HR issues               | Behavioral Modification                |
| Managing diversity at work            | Mentoring and Coaching                 |
| Cross cultural communication          | Effective attendance management        |
| Competency Mapping                    | Goal setting and career development    |
|                                       | Other issues on people management      |

### **CONSUMER AND MARKET ANALAYSIS**

Among the specific research topics under this theme are:

1. Consumer behavior analysis
2. Consumption analysis
3. Market segmentation
4. Product management
5. Distribution channel
6. Brand management
7. Customer relationship management
8. Green marketing
9. Retailing
10. Pricing strategies
11. Marketing communication
12. International marketing

## **FINANCIAL ANALYSIS AND POLICY**

The areas currently being considered include:

1. Corporate Finance
2. Banking /financial institutions
3. Financial Statement Analyses
4. Islamic Finance and Banking
5. Financial and Economic Integration
6. Risk Management
7. International Finance
8. Corporate Governance
9. Emerging Markets
10. Financial Regulation and Policy analysis

## **SUSTAINABILITY AND COMMUNITY DEVELOPMENT**

Among the specific research topics under this theme are the following:

1. The impact of environmental policies (environment protection laws) on business and economic performances
1. Corporate social responsibility; sustainable business models;
2. Business economic modelling and simulation
3. Efficiency, productivity and externality
4. Poverty, inequality and social cohesion
5. Sustainable livelihood and community wellbeing; food security;
6. Climate change
7. Institutions - development of institutions (rules and regulations) that provides incentives for influencing the behavior of economic agents to protect the environment
8. Development and use of sustainable development indicators; environmental social impact assessment and monitoring; cost- benefit analysis; valuation of non-market goods
9. Integrated resource management; management measures and practices for sustainable resource management; technological development and innovation
10. Green accounting - accounting frameworks and codes of practice for sustainable development
11. Energy, environment and sustainable systems
12. Globalization and sustainable development

## **BUSINESS INFORMATION SYSTEM, PLANNING AND MANAGEMENT**

Specific research area includes but not limited to:

1. e-Business – development, deployment, and impact.
2. Enterprise Resource Planning – integration, feasibility issues, and impact on business
3. Accounting Information System – success and failure factors, emerging issues, and adoption levels.
4. Knowledge Management – implementation models, Knowledge Management Information Systems, managing knowledge assets, knowledge creation, storage and dissemination issues.
5. Supply Chain Management
6. Customer Relationship Management
7. Information System Strategic Planning
8. Management Information System

## INSTRUCTIONS FOR MANUSCRIPT FORMATTING

This is a guideline for authors who are interested to submit their paper to the GBMR. Submitting manuscripts in the correct format and in compliance to the requirements will expedite the review process and prevent undue delay in publication. The publisher reserves the right to reject or return manuscripts which are not prepared according to the stipulated guidelines.

### MANUSCRIPT PREPARATION

Manuscripts should be accompanied by a cover letter stating that the material has not been published, and not under consideration for publication elsewhere.

#### Preparation of Text

The page limit for research manuscripts is 25–30 pages. The page limit is inclusive of all parts of the manuscript, including the cover page, abstract, text, references, tables and figures. All text should be written in size 12 font. All manuscripts should be double-spaced, with margins of at least 1 inch on all sides and a standard font (e.g., Times New Roman) of 12 points (no smaller). Manuscripts should be written in English using MS Word (.doc) or other compatible format, double lined spaced, and using the Times New Roman font. A submitted manuscript to GBMR must be original, and has not been published elsewhere nor should it be currently or pending review with any other journal or publisher. Spelling can be either UK or US English but it must be consistent throughout the manuscript.

#### Affiliations

All appropriate co-authors must be included on the paper, and all co-authors have seen and approved the final version of the paper and agreed to its submission for publication. Only e-mail address of corresponding author must be provided.

#### Title

Title should be as concise as possible but informative enough to facilitate information retrieval. Abbreviations should be avoided when constructing a manuscript title. A manuscript title should not be more than 25 words in length.

#### Abstract

Manuscripts should consist of an abstract which should be brief, self-contained, explicit and should not exceed 200 words in length. It should be a stand-alone document that can be understood without reading the full manuscript. The abstract should not contain literature citations that refer to the main list of references attached to the complete article nor allusions to the illustrations. The abstract should consist of Purpose, Design/methodology/approach, Findings, Research limitations/implications, Practical implications, Social implications (if applicable) and Originality/value.

#### Keywords

Please provide up to 3-5 keywords on the Article Title Page, which encapsulate the principal topics of the paper.

#### Acknowledgement

Acknowledgement should include the source of funding, where the funding agency is written in full followed by the grant number. Multiple grant numbers should be separated by commas. Funding acknowledgment can be written in the form below.

Example: This work was supported by World Health Organization [grant number xxxx].

## **Table and Figure**

Each table is preceded by the capitalized word “table” followed by an Arabic number (e.g., Table 1, Table 2, and Table 3). The number given to a table is determined by the order in which that table is referred to in the text (i.e., the first table discussed is Table 1, the second is Table 2, and so on). Capitalize “table,” put a period after the table number, and do not bold or italicize the text. Example: Table 1. 2. Each table has a unique title written directly below the table number. Titles should be brief yet descriptive. Capitalize each major word in the title (but not of, on, in, and, etc.). Italicize titles. Don’t put a period. Example: Mean Performance Scores of Students With Dierent College Majors. Double-space the entire table. This includes the number, the title, the rows and columns, and any notes to the table. Put lines in a table only when they are necessary for clarity. Horizontal lines are permissible; vertical lines are not. Tables should be numbered with Arabic format. The tables should be in MS word and placed where interpretation of table is carried out. The table should not be enclosed on separate sheet

Figure(s) should be cited in Arabic format. For Example; Figure 1. The Figure(s) should be clear enough to read and interpret

The list of non- standard abbreviations will be added by the author(s). All mathematical equations should be typed as text. For this purpose equations editor is preferred. Equation in the form of the image is not acceptable.

*Before submitting your paper please ensures that it has been carefully read for typographical and grammatical errors. If English is not your first language, please have your paper proofread by an English speaking person. Papers will be returned if the standard of English is not considered to be good enough for publication.*

## **References and Referencing Styles**

References should strictly follow the below APA referencing style, List of references in alphabetical order. Each listed reference should be cited in the text, and each text citation should be listed in the References section.

Examples of basic reference formats:

### ***Journal Article:***

Herbst-Damm, K. L., & Kulik, J. A. (2005). Volunteer support, marital status, and the survival times of terminally ill patients. *Health Psychology, 24*, 225–229. doi: 10.1037/0278-6133.24.2.225

***Journal article, one author, accessed online***

Ku, G. (2008). Learning to de-escalate: The effects of regret in escalation of commitment. *Organizational Behavior and Human Decision Processes*, 105(2), 221-232. doi:10.1016/j.obhdp.2007.08.002.

***Journal article, two authors, accessed online***

Sanchez, D., & King-Toler, E. (2007). Addressing disparities consultation and outreach strategies for university settings. *Consulting Psychology Journal: Practice and Research*, 59(4), 286-295. doi:10.1037/1065-9293.59.4.286

***Authored Book***

Mitchell, T. R., & Larson, J. R., Jr. (1987). *People in organizations: An introduction to organizational behavior* (3rd ed.). New York, NY: McGraw-Hill.

***Chapter in an Edited Book***

Bjork, R. A. (1989). Retrieval inhibition as an adaptive mechanism in human memory. In H. L. Roediger III & F. I. M. Craik (Eds.), *Varieties of memory & consciousness* (pp. 309–330). Hillsdale, NJ: Erlbaum.

***Article from an Internet-only journal***

Hirtle, P. B. (2008, July-August). Copyright renewal, copyright restoration, and the difficulty of determining copyright status. *D-Lib Magazine*, 14(7/8). doi:10.1045/july2008-hirtle

***Magazine article, in print***

Kluger, J. (2008, January 28). Why we love. *Time*, 171(4), 54-60.

***Newspaper article, no author, in print***

As prices surge, Thailand pitches OPEC-style rice cartel. (2008, May 5). *The Wall Street Journal*, p. A9.

***Books***

References to an entire book must include the following elements: author(s) or editor(s), date of publication, title, place of publication, and the name of the publisher.

***One author, in print***

Kidder, T. (1981). *The soul of a new machine*. Boston, MA: Little, Brown & Company.

***Two authors, in print***

Frank, R. H., & Bernanke, B. (2007). *Principles of macro-economics* (3rd ed.). Boston, MA: McGraw-Hill/Irwin.

***Dissertation, accessed online***

Young, R. F. (2007). *Crossing boundaries in urban ecology: Pathways to sustainable cities* (Doctoral dissertation). Available from ProQuest Dissertations & Theses database. (UMI No. 327681)

### ***Entire Web site***

When citing an entire Web site (and not a specific document on that site), no Reference List entry is required if the address for the site is cited in the text of your paper.

Witchcraft In Europe and America is a site that presents the full text of many essential works in the literature of witchcraft and demonology (<http://www.witchcraft.psmedia.com/>)

**Indentation:** The first line of the entry is flush with the left margin, and all subsequent lines are indented (5 to 7 spaces) to form a "hanging indent".

## **REVIEW PROCESS**

All manuscripts are subject to double blind review. Papers will be reviewed by an editor and members of the editorial board or experienced reviewers around the world. Feedback will be given to authors as early as possible, as we make every effort to complete the review process within 2-3 Months.

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