

- **International Journal of Emerging Markets (Emerald Publishing)**

### **Aims & scope**

International Journal of Emerging Markets (IJoEM) publishes rigorous theoretical and empirical research on emerging markets from multidisciplinary (economics, finance, marketing, and management) and multinational geographic perspectives. The journal publishes qualitative and quantitative research, and review articles, such as meta-analysis. IJoEM especially encourages comparative studies of emerging markets or studies comparing the emerging markets with the developed markets, and seeks theories explaining the contextual differences.

The journal welcomes papers on:

- International business and strategy
- Emerging markets multinationals
- Consumer behaviour
- Organizational behaviour
- Marketing and entrepreneurship
- International trade, finance and investment
- Area studies and theories of emerging markets
- Ethics, corporate social responsibility and sustainability
- Policy, comparative and international political economy
- Operations and supply chain management

**For more information, please visit,**

- International Journal of Emerging Markets (Emerald Publishing)  
<https://www.emeraldgrouppublishing.com/journal/ijoem#aims-and-scope>

- **FIIB Business Review (FBR)**

### **Aims & scope**

**FIIB Business Review (FBR)** is a management focused, inter-disciplinary, peer-reviewed journal from the Fortune Institute of International Business (FIIB) New Delhi, India. FBR seeks to build a knowledge network of management academicians, policy makers and practitioners by establishing a dialogue through mixed publication basket that provide insightful perspectives on emerging managerial themes, management research of value to professional managers and academics, and management cases on contemporary business issues. FIIB Business Review aims is to: (1) Promote applied research in emergent themes that improve the practice of management; and (2) Serve as a vehicle of communication, between those who study management and those who practice it, by publishing articles that are both research-based and practice-based.

FBR is published quarterly, March, June, September and December and in every issue, FBR features the following sections: *Research Section* (conceptual and empirical research by scholars), *Perspective Section* (Viewpoint on contemporary and emerging aspects in the management field), *Business Case Section* (case on a specific problem or solution or story of business success or failure), and *Review Section* (review of any book, conference review, website review, review on a journal in management themes).

The content covered in the recent time spans developments in the following areas:

Agriculture and Rural Development  
Business Analytics  
Business Education  
Comparative Studies in Business (Business, Markets and Strategies)  
Development in Emerging Economies  
Economic and Infrastructural Development  
Emerging Business Sectors and Business Practices Globally  
Entrepreneurship  
Finance  
General Management and Organization Behaviour  
Human Resource Management and Leadership  
Innovation and Technological Aspects in Business  
International Business and Trade Relations  
Marketing  
Operations Management  
Public Policies and Governance

**For more information, please visit,**

- FIIB Business Review (Sage Publishing)  
<https://journals.sagepub.com/aims-scope/FIB>

## • **South Asian Journal of Marketing (Emerald Publishing)**

### **Aims & scope**

Being the official Journal of the Sri Lanka Institute of Marketing, the South Asian Journal of Marketing (SAJM) aims to be a double-blind peer reviewed Journal with South Asian as well as international reputation for publishing pioneering and innovative contributions. The SAJM carefully concerns itself with all aspects of marketing practices and theory in the South Asian context: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. The intellectual contributions of the Journal aim at enhancing the existing knowledge of marketing management, while simultaneously subjecting researches that takes marketing management and the managerial agenda of marketing thought as an object of intellectual scrutiny. Hence, the SAJM aims to be one of the most sought after marketing and consumer research entity welcoming contributions from the entire spectrum.

The SAJM aims to cater to a wide and intellectually advanced audience and hence expects all contributions to the Journal to be of rigorous intellectual clarity, with well-researched literature and easily understood by a wide audience.

We invite submissions in core areas of marketing, shared below:

- Marketing Management
- Consumer behavior
- Technology and digital marketing
- Marketing and Society
- Services Marketing
- Sales management and retailing
- B to B and Network Marketing
- Sustainability Marketing
- Brand management
- International / Global Marketing
- Industrial Marketing
- Advertising and IMC

**For more information, please visit,**

- South Asian Journal of Marketing (Emerald Publishing)  
<https://www.emeraldgroupublishing.com/journal/sajm#aims-and-scope>