

The Market: International Journal of Business

A publication that promotes new and productive interaction between various business disciplines and fields

CALL FOR PAPERS

→CALL FOR ABSTRACTS: until 28 September 2020

→ABSTRACT: up to 300 words

→CALL FOR PAPERS (FOLLOWING APPROVAL): until 2 November 2020.

Note: Provisional title for the paper is mandatory.

THE MARKET: At a Glance

The Market: International Journal of Business is a scholarly (peer-reviewed) research journal published annually by the Cyprus Centre for Business Research and funded by The Cyprus Institute of Marketing (CIM).

The journal considers articles that express new and innovative ideas in the broad field of Business. It publishes the results of research endeavors that show strong future prospects and articles that address betterment of human life and business practices. Articles comprising of either domestic or international outlook are welcome.

The Market aims at providing opportunities for the promotion of new dynamic business ideas to enhance research in all business fields, with possible topics including – but not restricted to – the following:

- Marketing
- Management
- Business Organisation & Strategy
- Accounting & Finance
- International Entrepreneurship
- Political Marketing
- Human Resource Management