

JGBAT MANUSCRIPT GUIDELINES

TOPICS

Finance

- Corporate finance and investments
- Financial institutions and markets
- Financial management
- Investment management

International Trade

- Development and sustainable economics
- International trade and global governance
- Macroeconomic challenges in new world economy
- The knowledge economy and the wisdom era

Management

- Corporate entrepreneurship and innovation
- Corporate strategy and culture
- Supply chain management and logistics
- Sustainability
- Tourism and hospitality management

Marketing

- Buyer behavior and customer relations management
- Marketing communication management
- Marketing Analytics
- Services marketing
- Social media and digital marketing

Information Technology

- Analytics and business intelligence
- Digital transformation/industry 4.0
- Digital innovation management
- Human and computer interactions

Technology and Innovation Management

- Artificial intelligence, data, and analytics in business and society
- Global customization of technology
- Technical intelligence for innovation
- Technology and competitiveness

PURPOSE OF THE JOURNAL

As an interdisciplinary refereed journal, the purpose of the Journal of Global Business and Technology (JGBAT) is to contribute to the advancement of knowledge related to the theory and practice of international business and technology management. Its primary goal is to present scholarly and managerially relevant articles on a wide variety of topics in international business and technology management to a broad audience in academia (educators, administrators, students), industry (business executives, consultants), as well as those involved in formulating and implementing public policy. The unique contribution of the journal is managerial policy and region-specific research. Articles should be timely and relevant. Authors are required to provide guidelines, techniques, and suggestions for problem solving in international business and technology management. Case studies relating to specific organizations, products/services, and industries are also welcome. It is a prime objective of JGBAT to bridge the gap between theory and practice. To this end, articles should offer strong managerial insights to help in the development of action-oriented business programs and strategies.

SUBMISSION GUIDELINES

1. Submissions must be made electronically to:

Dr. N. Delener
Editor-in-Chief
Email: info@gbata.org, delener@gbata.org

Submission of a manuscript implies that it contains original unpublished work and is not being submitted for publication elsewhere. Upon acceptance of a manuscript, authors will be asked to transfer copyright of the manuscript to the publisher. This transfer will ensure the widest possible dissemination of information.

2. A cover letter must accompany each submission indicating the name, address, telephone number, fax number and e-mail of the corresponding author. The cover letter must indicate that the manuscript is not currently being considered at another publication.
3. For each accepted JGBAT paper, there is an Article Processing Charge (APC) of \$350.00 USD. JGBAT is fully open access (OA).

STYLE GUIDELINES

1. Manuscripts must be double-spaced with normal margins (Top: 1 inch, Bottom 1 inch, Left: 1 inch, Right: 1 inch) and Letter size (8.5 inches x 11 inches). All pages should be numbered sequentially. Manuscripts should be font Times New Roman size 11.
2. Manuscripts should have a cover page with the following information of each author: name, affiliation, and area of concentration (e.g., accounting, marketing, etc.). No other pages should contain information about the authors. The cover letter must indicate that the manuscript is not currently being considered at another publication.
3. An abstract of at least 200 words, including 5 key words, must appear on the 2nd page of the manuscript. The abstract must state an adequate summary of article's content (i.e., objective(s), rationale, methodological rigor, and major contributions & implications).
4. The paper itself should begin on the 3rd page. Manuscripts should not exceed 25 double-spaced pages including tables, figures, and references. Manuscripts that exceed these limits are routinely returned to the authors for shortening before consideration.
5. Tabular material and figure legends should be in box form and incorporated in the proper part of the text. They should also be contained in the Microsoft Word and cannot be hand drawn. Tables should be numbered in Arabic numbers (i.e., Table 1). Columns should be set using tab stops, not spaces, so they align. Figures are numbered similarly to tables (i.e., Figure 1).
6. References should be made by the in-text form of citation. The Reference List should include information for all sources cited in the manuscript. The author should make sure that there is a strict one-to-one correspondence between the references in the text and those on the list. It should be double spaced and listed in alphabetical order according to APA style by author's last name, but including first name initial, on a separate sheet at the end of the manuscript.

The following are examples of proper form:

Journal Article

Hurmelinna-Laukkanen, P., Ritala, P., & Sainio, L. (2013). Protection of Radical Innovations-Differences in Domestic and International Markets. *Journal of Global Business and Technology*, 9 (1): 1-16.

Authored Book

Delener, N. (1999). *Strategic Planning and Multinational Trading Blocs*. Connecticut, USA: Quorum Books.

Edited Book

Delener, N. (Ed.) (2012). *Service Science Research, Strategy, and Innovation: Dynamic Knowledge Management Methods*, U.S.A. IGI Global.

Chapters in Edited Book

Delener, N. & Lees, F. (2001). Global Planning of Business Activity. In Milner, M. & Lees, F. (Eds.), *Management of the Modern Company*, Moscow, Russia: 366 – 378.

Paper Presented at ...

Sturma, P. (2009). Global Challenges and International Law. Paper presented at Global Business and Technology Association's Eleventh Annual Conference, Prague, Czech Republic, July.

Published Proceedings

Florinda, M., Rodrigues, S., Lopes, A., & Matos, N. (2011). Intellectual Capital Tool. In Delener, N., Fuxman, L., Lu, V. & Rivera-Solis, L.E. (Eds). *Fulfilling the Worldwide Sustainability Challenge: Strategies, Innovations, and Perspectives for Forward Momentum in Turbulent Times* (pp. 615-621). USA: GBATA Press.

Instance of Publication in press

Afriyie, K., Torres-Baumgarten, G. & Yucetepe, V. (in press). Internationalization and Value-Creation Performance of Latin American Multinationals: The Case of Outbound Foreign Direct Investment. *Journal of Global Business and Technology*.

Article in an Internet-Only Journal

Fredrickson, B. L. (2000, March 7). Cultivating positive emotions to optimize health and well-being. *Prevention & Treatment*, 3, Article 0001a. Retrieved November 20, 2000, from <http://journals.apa.org/prevention/volume3/pre0030001a.html>

7. Include and cite references from the previously published JGBAT issues if relevant.

8. Strongly observe the language, grammar, and punctuation. All spelling, grammar, and punctuation are the responsibility of the author(s). No corrections will be made by the JGBAT Editors. **Therefore, all articles must be edited professionally prior to submission.**
9. Acknowledge the anonymous reviewers. Acknowledgements and information on grants received must be stated before the References.
10. Sections of the paper such as the INTRODUCTION should be justified with one extra line space between section heading and text. Headings should be centered in all capital letters. Subheadings should be aligned left in upper and lower-case letters, with one extra line spacing above and no extra line spacing below the subheading. For subheadings below the first level subheading, indent one tab for next subheading.
11. The text should appeal to a wide audience by avoiding the use of methodological/technical jargon wherever possible. It may be more appropriate to include technical details in an appendix rather than in the body of the article.
12. Every effort should be made to avoid the use of specific national names of organizations and/or individuals which might be unfamiliar to the international audience of JGBAT. Authors may need to provide brief explanations in a footnote or an appendix.
13. Explanatory footnotes should be kept to a minimum and be numbered sequentially throughout the text with superscript Arabic numerals. They should be double-spaced and not include displayed formulas or tables.
14. The use of generative AI and AI-assisted technologies in scientific writing must be declared by adding a statement before the abstract when the manuscript is first submitted. Manuscripts can not be completely generated by AI. AI should only be used to improve the readability, language, grammar, and spelling of the manuscript as part of the writing process and to analyze and draw insights from data as part of the research process.

REFEERING PROCEDURE

Each manuscript is blind reviewed by at least 2 subject specialists selected for their expert knowledge as well as the Editor-in-Chief. The authors of each manuscript are provided with each reviewer's completed Review Form which includes qualitative comments and suggestions.

Revised manuscripts are reviewed by the original referees. Revised manuscripts include a detailed set of notes to each reviewer.

The refereeing process takes about 6-8 weeks from date of receipt of the article to communication of initial decision to the author.

The Editor-in-Chief reserves the right to refuse any manuscripts, whether an invitation or otherwise, and to make suggestions and/or modifications before publication.

The Editor-in-Chief is always happy to discuss contributions before submission.