

NBJ Aims and Scope

NIDA Business Journal (NBJ) is strictly committed to upholding the research and publication ethics. The journal may review by editorial's board and readers (at least 3 from internal and external) aiming at providing a national forum for effective communication of innovative research findings that contribute significantly to further the knowledge in business administration and its related field. Hence, the target audience consists of academicians, business administrators and practitioners, industrialists, researchers, students, and NIDA Graduate School of Business's Alumni. The journal is published in paper format and also online & open access at www.nidabusinessschool.com.

NIDA Business Journal (NBJ) promotes the diversity of author's origin and editorials. The scope encompasses an original research study relating to General Business, Management and Accounting, Management of Technology and Innovation, Marketing, Strategy and Management, General Economics, Econometrics and Finance field of study. Book and article reviews are published by editor's invitation or discretion.

NBJ publishes original research papers either as a Full Research Paper or as a research article. NBJ works with a distinguished panel of readers to ensure the highest standards of selection and review. All relevant papers must be prepared in strictly stated format. Online submission is encouraged via NBJ designated website.

The Editorial Board reserves the right not to publish all materials submitted. The Review Panel reserves the right to edit articles for content, length, grammar, NBJ magazine style, and readability. Any article submitted to the NBJ must represent NBJ in a positive light. Any article deemed inappropriate for NBJ aims and scope will not be considered or accepted.

NIDA Business Journal is currently published two issues per year, in May and November. A special issue is foreseen with a high degree of appropriateness. NBJ is operated by NIDA Graduate School of Business Administration, an AACSB accredited institution since 2013.