

BUSINESS FORUM

Call for Papers Submissions and Reviewers



The **Business Forum**, a scholar-practitioner, peer-reviewed journal published by the College of Business and Economics at Cal State LA, invites submissions and reviewers for its Spring 2019 Issue with a featured section on “Startups”.

All submissions are due electronically on November 30, 2018 via the link below:

<https://businessforum.scholasticahq.com>

If you do not have a free Scholastica account, please register through the following link

<https://app.scholasticahq.com>

The **Business Forum** has provided scholarly advice with application to business practices since 1975 and it is now revitalized in a modern print-online format. This is not a traditional academic journal. Our articles aim to advance business practice through application of research or theoretical synthesis of information relevant to business. We adhere to The American Psychological Association (APA) style and our target article length is from 2000 to 3000 words, inclusive of all artifacts such as tables, figures, and references.

The **Business Forum** welcomes original unpublished manuscripts on a wide range of topics related to business. In addition, our special section on “Startups” features papers that look at startups from an academic perspective. Startups operate in the entrepreneurial landscape and are interdisciplinary by nature. As such, we welcome and encourage articles from various disciplines with a focus on specific concerns related to startups and their managers. Examples of issues that can be addressed include:

- How to increase the presence of women and minorities executives in VCs?
- How can a startup attract VCs?
- What are the best ways to fund startups? How successful is crowdfunding?
- Does Trump’s Tax Plan help or hinder startups?
- Do incubators help startups?
- Where are the new startups? What is the structure of a successful startup? What are the drivers and inhibitors of startup growth?
- How to predict if a new business idea will lead to startup success?
- What role does sustainability have in startups?
- Is the culture of startups different from established companies?

Whether your paper is about synthesizing theory and practice, applying interesting research to contemporary business issues related to startups, or illustrating both startup related issues in a rigorous and vivid case, all submissions must curb academic jargon in favor of incorporating research findings in accessible language for non-specialist business audiences. Each submission should include practical insights and recommendations for managers.

We look forward to receiving your papers!

Marianne James, Ph.D., Editor-in-Chief
Xiaohan Zhang, Ph.D., Managing Editor
Paul M. Wendee, DBA, Issue Editor



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