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 2021 General Issue.

We accept submission on a rolling basis. All submissions are due electronically via
https://businessforum.scholasticahq.com

Submissions recieved by November 15, 2020 will be considered for the Spring 2021 issue.

If you do not have a free Scholastica account, please register through the following link
https://app.scholasticahq.com

Target timeline:
- **November 15, 2020**: All submissions are due electronically via the link above
- **Spring 2021**: Issue is published in print and online at: http://www.calstatela.edu/business/BusinessForum

The **Business Forum**, which is now indexed in the Cabell's directory has provided scholarly advice with application to business practices since 1975 and it is now revitalized in a modern print-online format. 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.

In this issue, we welcome original manuscripts and book reviews on a wide range of topics related to business, such as accounting, economics, finance, health, information systems, marketing, or management. Whether your manuscript is about synthesizing theory and practice or applying interesting research to contemporary business issues, 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.

All manuscripts must be written in clear English (U.S. version) for the business practitioner and adhere to these minimum requirements:
- No identifiable information about the authors;
- Abstract of up to 100 words;
- Size 12 font throughout (Times New Roman preferred);
- Current American Psychological Association (APA) style;
- Margins of 1 inch on all sides; no footnotes or endnotes;
- Clear and self-evident figures are encouraged, with no more than four tables and figures in total;
- 2000-to-3000 words, inclusive of all references and artifacts;
- Clear structure to introduce, develop the argument for, and conclude the topic.

We look forward to receiving your papers!

Marianne James, Ph.D., Editor-in-Chief
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