

International Journal of

Business and Emerging Markets

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Scope of the Journal

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Scholars and managers have shown significant interest in business opportunities provided by emerging markets (EM). Foreign firms' opportunities range from investing in EM to outsourcing from EM, whereas local firms/economies benefit from investments and expertise of foreign firms. Understanding EM characteristics in the face of evolving government policies and changing consumer behaviour is crucial to identifying new consumer needs and developing suitable products/services to meet them. IJBEM addresses these needs by stressing the use of qualitative and empirical data.

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- International business and local government policies
- Business, production, and market orientation of local firms
- Outsourcing from EM
- Marketing effectiveness and marketing culture
- Local culture, consumer behaviour, and advertisements
- Transforming local brands into global brands
- Small- and medium-sized enterprises (SMEs) and family businesses
- Local multinational firms and their management
- Foreign investments, risks, and returns
- Corporate culture, strategy and ethics
- Organisational behaviour, human resources, and training and development
- Financial and non-financial business performance
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