

Journal for
**Global Business
Advancement**

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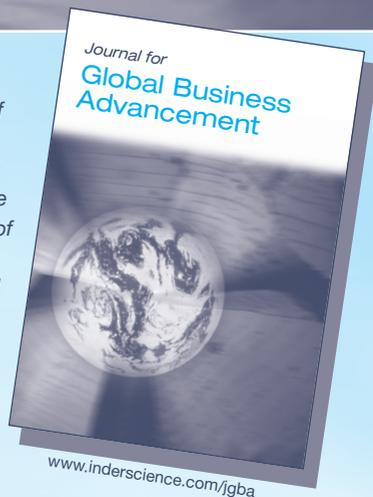
Scope of the Journal

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JGBA aims to advance contemporary research in the field of global business from the standpoint of both western and emerging countries vigorously participating in the globalised world. It wishes to act as a global platform for the pursuance of dialogue between different countries at dissimilar stages of economic development. JGBA intends to inspire both new and expert researchers to submit their empirical, conceptual and applied papers and case studies for publication.

Topics covered include:

- Political economy, trade, economic development, finance, macro/microeconomics
- Real estate, banking, accounting, taxation, commercial law
- Exporting and market entry, FDI, strategic alliances/networks, M&As
- Global brands from developing countries, global outsourcing
- Business education/training, HRM
- Tourism/hospitality, cross-cultural/supply chain management
- Technologies and e-commerce
- Marketing research, consumer behaviour
- Industrial, B2B, relationship marketing
- Small business development, nonprofit organisations
- Transition economies, globalisation, regionalisation
- Environmental marketing, ethics, social responsibility
- Strategic/healthcare/information management
- NAFTA, APEC, ASEAN, MERCOSUR, CARICOM, GCG, SAARC, Andean Pact, EU
- Religion, terrorism, war and business



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