



## NEW JOURNAL LAUNCH: CALL FOR PAPERS

### ***BUSINESS STRATEGY AND DEVELOPMENT***

Wiley in association with ERP Environment are pleased to announce the launch of this new journal in 2018. We are currently looking for high-quality papers for the journal, which is a double-blind refereed publication.

[\*Business Strategy and Development\*](#) will become the 'sister' journal of the highly successful journal [\*Business Strategy and the Environment\*](#) with an Impact Factor of **3.479**. The aim will be to replicate that success for the new journal over time.

Contributions are encouraged which examine the ways in which the private sector can contribute to development through its goods and services, management of value chains and through partnerships with other stakeholders to create positive development outcomes.

#### **Aims and Scope of *Business Strategy and Development*:**

The journal will provide original contributions that add to the understanding of business responses to improving development and contributing to national and international development goals. It will examine links between competitive strategy and development with an emphasis on the private sector's role in alleviating poverty and improving the livelihoods of low income populations. It will consider a wide range of social needs but encourage research addressing poverty alleviation through inclusive business models, shared value and social enterprises. There will be an emphasis on examining the linkages between business strategy and community investment initiatives in order to identify positive outcomes for development led by the private sector. It will examine links between meeting social needs through leveraging corporate assets and expertise in order to enhance a company's competitive strategy and the development of new business opportunities. It will examine the co-creation of shared value initiatives through partnerships with a range of stakeholders.

#### **Keywords:**

Environment, poverty, private sector, value chain, livelihood, poverty reduction, corporate social responsibility, environment, poverty alleviation, economic development, livelihood strategy, development policy, community investment, social development, shared value, social needs, inclusive business, social needs, responsible business, community investment, social enterprise, informal economy, governance, base of the pyramid, bottom billion, vulnerable communities, social responsibility, development goals, socio-economic development, revitalization, development, sustainable development, gender, value chains, competitiveness, development strategy.

**Content Types:**

*Business Strategy & Development* will publish original research articles, review articles and case studies. It will also publish regular thematic Special Issues.

**Readership:**

*Business Strategy and Development* will be of interest to a broad interdisciplinary audience including academics, practitioners, business managers and consultants.

More details can be found at <http://www.wileyonlinelibrary.com/journal/bsd>

To submit an article online please go to <https://mc.manuscriptcentral.com/bsd>.