Aims and Scope
The journal provides original contributions that add to the understanding of business responses to improving development and contributing to national and international development goals. It examines 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 considers a wide range of social needs but encourages research addressing poverty alleviation through inclusive business models, and examines the linkages between business strategy and community investment initiatives in order to identify positive outcomes for development led by businesses. It examines 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 examines the co-creation of shared value initiatives through partnerships with a range of stakeholders. 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.

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