Introduction

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Global Business Perspectives (GBP), the official organ of the International Network of Business and Management Journals (INBAM), is a multidisciplinary journal that places great emphasis on manuscript quality and potential impact on the field.

The amount of research being conducted in business and the importance now being attached to the role of considering a holistic approach need a platform for these ideas and investigations to be discussed and developed. This journal proposes a fresh, innovative and exciting look at the relationship between different areas of business which are basic elements of a healthy economy.

The editors of this publication have brought together a truly international team of top names in the field throughout the world to form the basis of a publication which will have a major impact and relevance for all sectors. New theories, technological advancements, investigations and the most relevant up-to-date case studies based upon the utmost academic rigour form the cornerstone of the journal's aims and objectives. It is likely to become essential literature for academic research, consulting and business management in both the private and public sectors.

GBP will publish innovative articles based on different perspectives using a variety of methodological approaches and showing the practical implications of the research for its readership. It publishes high quality manuscripts that engage theoretical and empirical issues in business and management in the broad sense, papers that contribute to the advancement of the field of business and the interface between management and other disciplines. On occasions, the journal also features case studies of successful firms or other cases with important practical implications, as well as articles that contain advice on how to publish in the INBAM Association journals, and finally papers related to learning and teaching in business and management.

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The journal will focus on the diverse and complex characteristics of business in all types of industries (services and manufacturing), focusing on both the for-profit and non-profit areas in SMEs and large companies in local, regional, national or international markets that lead to competitiveness in the face of the effects of globalization. Though preference will be given to manuscripts that are international in scope, papers focused on domestic contexts and issues are also welcome in order to facilitate the sharing of knowledge and potential generalizability of findings worldwide. The journal will provide a multidisciplinary forum for researchers, scholars, consultants, policy makers, entrepreneurs, businessmen, managers and practitioners in the field of business.