Announcement

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The present issue of *Schmalenbach Business Review* (SBR) concludes Volume 72, and it is the last issue of SBR as you are familiar with it. SBR will continue under the new brand name *Schmalenbach Journal of Business Research* (SBUR) as of 2021.

SBR started in the year 2000 as a spin-off from *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung* (ZfbF), the official journal of the Schmalenbach-Gesellschaft für Betriebswirtschaft e. V. (SG), which was founded in 1906 and is the oldest and most renowned academic journal in business. The spin-off was a response to the growing importance of the internationalization of research in business, which demands publication in English language to better share research results with an international audience. Rather than mingling English- and German-language articles in the ZfbF, the editors had decided to dedicate four issues annually to articles in English language and name this journal SBR. Articles in German language continued to be published in ZfbF. SBR was at the forefront of journals originating in the German-speaking area to publish in English language.

This year, the SG made the major strategic decision to merge SBR and ZfbF with *Business Research* (BuR), the official journal of the Verband der Hochschullehrer für Betriebswirtschaft e. V. (VHB; German Academic Association of Business Research), to form *Schmalenbach Journal of Business Research*. SBUR will be the joint official journal of SG and VHB, and both associations are committed to growing SBUR to a joint flagship journal in business research with global reach and high visibility. The two associations endorse the Open Science philosophy and, therefore, SBUR operates under Gold Open Access, so all published articles are freely and permanently available and accessible through its website.

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Along the traditions of the merged journals, SBUR will continue publishing original high-quality research that is of wide interest to business research and practice. The majority of the Associate Editors will remain in their roles at SBUR, providing continuity also in the editorial processes. There will be additional Associate Editors to support our main areas of business administration and to cover more specialized research areas. For details please visit the website of SBUR at <https://www.springer.com/journal/41471>.

You will find links to previous volumes of SBR on this website.

We are soliciting original research from the full spectrum of business research, but we are also considering review articles and conceptual papers on topical themes. I invite all researchers to submit your best work to SBUR under <https://www.editorialmanager.com/sbur/>.

The submission process is the same as you are familiar with.

Finally, I want to thank our team and all persons supporting SBR over the many years. Special thanks go to the Associate Editors for their invaluable engagement with SBR. While the majority of the Associate Editors will continue at SBUR, I want to specifically thank the Associate Editors whose term ends with this Volume: Wolfgang Ballwieser, Ulrich Schreiber, and Erik Theissen. My thanks go to the Editorial Advisory Board for supporting SBR over many years: Oliver Baumann, Anne Beyer, Jennifer Blouin, Marnik Dekimpe, Rüdiger Fahlenbrach, Dirk Hackbarth, Anja Lambrecht, Kjell Nyborg, Stephen Penman, Jaideep Prabhu, Arvind Rangaswamy, and Ulrike Schultze. I also thank our many reviewers for their precious time devoted to evaluate submissions and to provide comments and suggestions to authors. A list of reviewers in 2020 is at the end of this issue. Last, but not least, I thank our readership for your interest in SBR.

We are enthusiastic about the new opportunities with the creation of SBUR. Please continue reading research that will be published in SBUR with curiosity and submitting high-quality research to SBUR.

Alfred Wagenhofer

Editor-in-Chief

On behalf of the Editorial Team