Instructions for Authors

Scope

*Frontiers of Business Research in China* (FBRC) offers a new forum for the scholarly community that focuses on business and management in China, and encourages interactions between Chinese academics and their colleagues overseas. In short, FBRC aims to become the window to the best research on business administration in China or related to China. *FBRC* publishes research articles that extend, test, or build management theories with strong Chinese characteristics, and contributions to management practice within a Chinese context, which can be either in China or beyond the region, e.g., Chinese businesses operating overseas or multinational companies in China. Major areas of interest include accounting, finance, human resources, international business, marketing, organizational behavior, management information systems, operations management, and strategic management. Contributions can be based on any well-established research methodology.

Instructions for Submissions

*Frontiers of Business Research in China* (FBRC) is a fully refereed English-language academic journal published in four issues annually by Higher Education Press. The journal is distributed by Brill to customers outside China.

The mission of the journal is to showcase high quality research in business administration in China—one of the largest emerging economies in the world.

The scope of this journal mainly includes:

1. Significant research contributions to business administration in China.
2. Research relevant to the Chinese context, with Chinese characteristics or perspectives.

*FBRC* encourages contributions related to the journal's scope. Both theoretical work and empirical studies based on any established research method are welcome.

Article manuscripts, including notes, references, and tables, should normally not exceed 35 pages or approximately 10,000 words in length.

Authors should provide an abstract of 200 words and 3 to 8 keywords.

Manuscripts should follow the guidelines of the Publication Manual of the American Psychological Association (APA). All citation should be done in American Psychological Association (APA) style with reference list organized in alphabetical order by author.
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Manuscripts should be submitted to the FBRC Editorial Office by e-mail: journalsubmission@hep.com.cn or bjournal@188.com.