

# ***BUSINESS FORUM***

## **Call for Papers Submissions and Reviewers**



The ***Business Forum***, a scholar-practitioner, peer-reviewed journal published by the College of Business and Economics at Cal State LA, invites submissions and reviewers for its Spring 2020 “Sustainability” Issue.

All submissions are due electronically on November 15, 2019 via the link below:  
<https://businessforum.scholasticahq.com>

If you do not have a free Scholastica account, please register through the following link  
<https://app.scholasticahq.com>

Target timeline:

- November 15, 2019: All submissions are due electronically via the link above
- Spring 2020: Issue is published in print and online

The ***Business Forum*** has provided scholarly advice with application to business practices since 1975 and it is now revitalized in a modern print-online format. This is not a traditional academic journal. Our articles aim to advance business practice through application of research or theoretical synthesis of information relevant to business. We adhere to The American Psychological Association (APA) style and our target article length is from 2000 to 3000 words, inclusive of all artifacts such as tables, figures, and references.

The “Sustainability” issue welcomes original manuscripts on a wide range of topics related to Sustainability from a business perspective. Sustainability-related opportunities and issues operate in the entrepreneurial landscape and are interdisciplinary by nature. As such, we welcome and encourage articles from various disciplines with a focus on specific concerns related to Sustainability. Examples of issues that can be addressed include:

- How to foster enhanced sustainability in small and midsize entities
- What motivates companies to invest in sustainable options
- What role does renewable energy play in environmental and economic sustainability
- Does social sustainability provide long-term benefits to stakeholders? What are those benefits and time frames?
- Which stakeholders benefit most from comprehensive sustainability projects? Why?
- Is reporting of sustainability results unbiased? What information is conveyed and how is it used?
- Which companies/industries report on sustainability and what do they report on most frequently?
- How has sustainability benefited healthcare or healthcare facilities?
- Strategic steps to enhance sustainability in healthcare
- How useful is sustainability reporting to various stakeholders?
- What are the best ways to fund Sustainability?
- What governmental incentives are there for Sustainability?
- What role do investors play in Sustainability?
- What is the global impact of Sustainability on people?
- How do LA region companies excel in Sustainability?

Whether your paper is about synthesizing theory and practice, applying interesting research to contemporary business issues related to Sustainability, or illustrating both in a rigorous and vivid case, all submissions must curb academic jargon in favor of incorporating research findings in accessible language for non-specialist business audiences. Each submission should include practical insights and recommendations for managers.

We look forward to receiving your papers!

**Marianne James**, Ph.D., Editor-in-Chief  
**Xiaohan Zhang**, Ph.D., Managing Editor  
**Mine Ucok Hughes**, **Shilpa Balan**, Co-issue editors



**COLLEGE OF  
BUSINESS &  
ECONOMICS**