



Journal of Business Innovation

2009-2010

Business Outlook

British Institute of Technology & E-commerce

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Business Outlook[®]

Journal of Business Innovation

Introduction

British Institute of Technology & E-Commerce (BITE) is pleased to announce launching of its new journal of business innovation entitled “Business Outlook.” The first issue will be published in January 2010. The journal is currently planned to be published biannually. It is a fully refereed journal, covering the pioneering ideas in business innovation, theory, applications and best practice. It also explores strategies, methods and tools to enhance organisational competitiveness.

Innovative Business innocuously contributes to the improvement in enterprise productivity and quality. Innovation and research are integral components of business strategy and success. Designing and developing suitable strategies, techniques, tools and models for business innovation and research have become an essential function of business practitioners in the global economy.

Competitive advantage is gained through processes of change however to emerge with a total new solution for existing business can be harmful. The International market and operations force companies to rethink their business innovation and research activities and in turn their overall organisational competitiveness.

Aim

The aim of the Journal is to address global business innovation and success stories enabling aspiring entrepreneurs and researchers in learning from best practice.

Objective

The main objective of *Business Outlook* is to promote know-how of successful organization who has gained the appreciation of their customers and employees. Interviews with entrepreneurs, historical literature review balance with current practice and interwoven outcome.

Readership

The journal will be insight for new business, entrepreneurs and researchers who seek current skills and practice in the profession

Business Outlook

British Institute of Technology & E-commerce

Contents

Business Outlook publishes original papers, review papers, interviews with business guru's, conceptual framework, analytical and simulation models, case studies, empirical research, technical notes, and book reviews. Special Issues devoted to important topics in business innovation and research will occasionally be published.

Subject Coverage

Topics that would be considered for publication include but are not limited to:

- Enterprise Case Study
- Entrepreneur Case Study
- Information Technology Management
- Organisation Learning
- Strategic Management
- Transformation Management
- Business Process Re-Engineering
- Change Management
- Innovation Management
- Customer Management
- Customer Relationship Management (CRM)
- Supply Chain Management (SCM)
- Marketing Communications
- Resource Management
- Human Resource Management (HRM)
- Financial Resource Management
- Financial Reporting
- Business research methods
- Innovation in finance and accounting
- International business
- Strategy innovation
- Business research for decision making
- Innovation and research in marketing
- Buyer behaviour
- Export and import
- Organisational competitiveness
- Innovation in small and medium enterprises
- Empirical analysis and case studies in business innovation and research
- Business process reengineering
- Benchmarking and best practices in innovation activities
- Corporate social responsibility and consumer behaviour
- Brand performance
- International finance

- Performance implications of strategic alliances
- Performance measures and metrics in business innovation and research
- Retailing
- Innovation in outsourcing and logistics
- Entrepreneurship and innovations in e-business
- Building relationship for technological innovation
- Global supply networks
- Innovation in service industries
- Industrial marketing management
- Business of healthcare innovation
- New product and process innovation
- Business and technological innovation
- Organisational leadership

Information for Authors

Originality of the submitted work

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Conference papers may only be submitted if the paper was not originally copyrighted and if it has been completely re-written.

Manuscript Presentation

The manuscript submitted for the publication should be in standard journal research paper format containing Title, Abstract, Introduction, body of the research work, conclusion and references and citation in Harvard style (name, date)

Length of Manuscript

The length of the paper is flexible. However, in the event where the length will be too short or too long in the Editor's opinion, the author of the paper shall be informed and shall be asked to alter the content to make it suitable for publication.

Language

All papers submitted for publication must be written in English. Author should make the utmost effort to present the paper in correct language with no grammatical or spelling mistakes. However, if English is not the authors' first language, our editorial board will improve the standard of English before the publication. The editors shall only improve the standard of language and not the quality of the content.

Author's responsibilities

Author should invariably avoid Plagiarism and falsification under all circumstances. Authors are responsible for acknowledging sources appropriately.

Process of Publication

The papers submitted for publication will be prescreened to make sure the paper meets the standards of the journal and are written about a relevant topic. The selected papers shall be reviewed by the referees and the editorial board. Authors shall be asked to make necessary changes if referees want them to do so. After the changes have been made the editorial board will decide whether the paper will be published or not.

How to submit the manuscript

The manuscript of the paper can be submitted by emailing MS word format of the paper as an attachment to Dr Joy Joseph at drjoy@bite.ac.uk with the caption "Research paper for Publication" in the subject line of the email

Alternatively

The Paper can be send by surface mail preferably with a soft copy to the following Address with the caption "Research paper for Publication" at the top of the envelope.

British Institute of Technology & E-Commerce
Avicenna House 258-262 Romford Road
London E7 9HZ

Copyright principle

British Institute of Technology and E-Commerce retains the copyright of the articles published in the Business Outlook.

Call for the Paper

All researchers, academicians, business professional working in industries, PhD students, surveyors, consultants are invited to contribute their ideas for the first and forthcoming issue of the Journal.

It is to be noted here that the research done by Masters level students in any of the topics listed in this document shall also be considered for publication provided the research work strictly meets the standard of the Journal. The initiative is taken to encourage young generation to pursue research in their career.

Deadline for submission: 30 November 2009

Business Outlook

British Institute of Technology & E-commerce

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