

International Journal of Business and Economics

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Special Issue: Behavioral Business and Behavioral Financial Economics

Guest Editor:

Wing-Keung Wong, Asia University, Taiwan

The **International Journal of Business and Economics** invites you to send original manuscripts to be considered for publication in a special issue of the journal. Professor **Wing-Keung Wong** from Asia University will be Guest Editors for the special issue.

The subject of the special issue is: **Behavioral Business and Behavioral Financial Economics**

Deadline for submission: **1 December 2017**

We are open to interesting and imaginative ideas that fit within the spirit and scope of this call for papers.

Please note that the research should have a quantitative orientation. The invitation extends to both theoretical and empirical papers. All papers will be subjected to double-blind review. The length of the manuscripts should range from 20–25 doubled-spaced typed pages (including tables, figures, references, etc.) conforming to the manuscript guidelines for the *IJBE*, which are enclosed with this call for papers. **The submission deadline is December 1, 2017.**

Behavioral Business and Behavioral Financial Economics play a vital role in many fields in Business and Finance. Using individual's behavior is essential to develop many new Business and finance theories and test their validity through the analysis of empirical real-world data. For example, Behavioral Business could help to form effective business enterprises, International entrepreneurship, Generic Strategies and Competitive Strategies, Marketing Strategies, New Product Development, etc. while Behavioral Financial Economics could help to form effective monetary and fiscal

policies, and to develop pricing models for financial assets such as equities, bonds, currencies, and derivative securities.

A special issue of Behavioral Economics and Behavioral Financial Economics edited by Wing-Keung Wong will be devoted to advancements in the theory development with applications on Behavioral Business and Behavioral Finance. This special issue will bring together theory, practice and applications of Behavioral Business and Behavioral Financial Economics.

Notes for Authors

Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere.

All papers are refereed through a double-blind peer review process. A guide for authors, sample copies and other relevant information for submitting papers are available on the Author Guidelines page www.ijbe.org.

You may send one copy in the form of an MS Word file attached to an e-mail (details in Author Guidelines) to:

Wing-Keung Wong

E-mail: wong@asia.edu.tw

Please include in your submission the title of the Special Issue, the title of the Journal and the name of the Guest Editors.

Important Dates

Final paper submission deadline: 1 December 2017

Publication to release: 2018