

Editorial

# Businesses—Open Access Journal on Business

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It is our pleasure to inaugurate the new open access journal, *Businesses* (ISSN 2673-7116). *Businesses* is an international, peer-reviewed, open access journal (free for readers), which publishes original empirical, theoretical and management practice articles on all areas of business and other disciplines such as economics, psychology, sociology, anthropology and history. The aim is to provide a platform for research and findings of business studies and related topics, including entrepreneurship research, finance and accounting, economy and business, strategic management, business and industrial marketing, business and environment, business history, business law, etc. Some examples from my own research on these kinds of topics are papers on an industry [1] management practices [2–4] or entrepreneurial behaviour [5]. There are many other topics that are also appropriate for *Businesses*.

*Businesses* publishes regular research articles, reviews and short notes. Our aim is to encourage authors to publish their empirical, experimental and theoretical results in as much detail as possible. Therefore, there is no restriction on the length of the papers. For theory papers, full details of proofs must be provided so that results can be checked. For experimental papers, full experimental details should be provided so that the results can be reproduced. Additionally, electronic files or software regarding the full details of the calculations, experimental procedure, etc., can be deposited along with the publication as “Supplementary Material”. I encourage you to submit to our new journal.

**Conflicts of Interest:** The author declares no conflict of interest.

## References

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### Short Biography of Author



**Lester W. Johnson** is Professor of Marketing at Swinburne Business School. Prior to coming to Swinburne in early 2014 he was at Melbourne Business School, Mt Eliza Business School, the University of Sydney, Bond University and Macquarie University in a career in Australia going back to 1975. He is a Fellow of both the Australia New Zealand Marketing Academy (ANZMAC) and the Australian Market and Social Research Society. He is past editor of the Australasian Marketing Journal and is on the editorial boards of a number of international journals.