



Graziadio Business Review

A peer-reviewed journal advancing business practice

Special Issue of *Graziadio Business Review*

Call for Papers

“Entrepreneurship & Innovation: Re-Imagining Business Enterprises of the Future”

Overview: The advancements in technology, ecommerce, global commerce, and sustainability are only four of the drivers impacting entrepreneurship and innovation. Developing, introducing, and managing innovation is risky and complicated. Not all consumers are prepared to embrace change and sometimes changes need to be adapted in incremental stages, (i.e., Japan has successful bullet trains; even with a commitment of billions of dollars, California has all but abandoned the idea of developing a bullet train for mass transportation). In this special issue of the GBR, articles will explore the potential, challenges, and best practices for entrepreneurship and innovation in business enterprises of the future.

Overview Questions: How do we develop the future of business in the age of technology and change? What will business enterprises look like in the coming decades? How will the Internet and ecommerce expand or change? Can brick & mortar businesses be saved through innovation? Which ones might thrive? How should leaders encourage creativity, develop innovation, and prepare for change? How successful are incubators and/or venture capitalist funding in launching new enterprises? How will critical thinking influence creativity for developing the next big idea? What will consumers want their interactions with enterprises—local, national, and global—to look like? Why do some ideas succeed while other good ideas fail? Are some innovations too progressive for the time in which they are conceived—and why?

About the GBR: The GBR has published online peer-reviewed articles for business practitioners and non-profit managers since 1998. Articles offer applied research for practical application, analysis, or answer the “so what?” question—why does this topic matter for the businessperson. The articles in the GBR Special Issue on Entrepreneurship & Innovation will make a unique contribution to business practice; therefore, articles must go beyond merely restating conventional wisdom or textbook knowledge. The GBR only accepts original articles that have not been published elsewhere. Analyses of current issues or changes and practical applications in the business environment will also be considered. However, “editorial opinion” articles are rarely considered for the GBR.

Articles should address one or more of the following:

- What are best practices to stimulate innovation and entrepreneurship?
- How are businesses changing to address 21st Century needs?
- What are the implications for business leaders faced with navigating the needs of organizations to survive and thrive in this new age?

- Discuss innovations in business development and practices at various levels: Individual, Group, Organization, Trans-organization.

Direction for these topics may include, but not be limited to:

- Translating new academic research in to practitioner applications.
- Organizing and synthesizing information from diverse sources about these challenging issues.
- Alerting readers to new knowledge that may impact their businesses.
- Extending a debate in a new direction.
- Presenting empirical data and explaining how it may impact business practitioners.

Deadline for submission to the Special Issue is November 1, 2019. Please contact editor for extension deadline.

Publication date: March/April, 2020.

All submissions must adhere to the *Graziadio Business Review* editorial guidelines (<https://gbr.pepperdine.edu/submissions/>)

Submit to the academic editor:

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Papers will be screened initially by the academic editor and the short-listed papers will go through the GBR double-blind peer-review process according to standard journal policy.

For additional information contact:

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