



Why Publish With Us...

University of the Thai Chamber of Commerce International Journal of Business and Economics (UTCC IJBE) is published by University of the Thai Chamber of Commerce, and Thailand Management Association. It is published twice yearly in a spring and fall edition and is directed toward the needs of academia, practitioners, executives, researchers, students, and the general public interested in business management (i.e., Marketing, Service Management, Innovation and Design in Business, Finance, Banking, Accounting, Economics, Insurance and Risk Management, Production, Industrial and Operation Management, Strategic Management and Management, International and Global Business Management, Entrepreneurships, Organization Behavior, Business Ethics, Business Law, Business System, Hospitality and Tourism Management, Human Resource Management, and Office and Facility Management).

EDITORIAL POLICY

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Objectives

The editorial objectives of UTCC IJBE are to advance knowledge and science and to stimulate greater thought and effort in the fields of business management, and by providing readers with:

- Novel and useful information;
- New business management theory or techniques;
- Research explaining about business management thought and practice;
- Articles in subject areas which have significant current impact on thought and practice in business management.

Focus Areas

The UTCC IJBE will mainly consider for publication three types of articles:

1. Articles that report empirical research on business management issues.
2. Articles that report on the development of methodologies and techniques that can enhance business management decision making.
3. Articles that report the application of decision tools to generic or specific business management problems.

Review

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No manuscript is accepted for UTCC IJBE until it has been reviewed by the Editor or one of the Associate Editors and at least two outside reviewers who are experts in their respective fields.

All manuscripts are judged on their contribution to the advancement of the science and/or practice of business management. The editors expect all manuscripts to follow accepted standards for scholarly



work. Manuscripts are judged not only on depth and scope of ideas presented and their contribution to the field, but also on their clarity, organization, readability, and comprehensibility.

Manuscripts should be written in a manner that is interesting and readable to both practitioners and academics. It is beneficial to include a section regarding managerial implications and discussion of the consequences of applying the proposed ideas. Technical terms should be defined.

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