

Editorial

Introducing Business Management Perspectives (BMP): Advancing Scholarship for an Evolving World

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Business and management research has entered an era of unprecedented complexity. Organizations are navigating technological disruption, geopolitical uncertainty, sustainability challenges, demographic transitions, and rapidly evolving stakeholder expectations. At the same time, advances in artificial intelligence, digital technologies, and analytics are transforming organizational decision-making, work design, and competitive strategy. These developments require scholarship that not only advances theoretical understanding but also provides actionable insights to inform managerial practice and public policy. Increasingly, leading scholars argue that management research must address societally significant problems while maintaining methodological rigor and theoretical precision (George et al., 2016; Aguinis et al., 2022).

It is within this evolving landscape that the new journal '*Business and Management Perspectives*' (BMP) is launched. The journal is founded on the belief that rigorous scholarship should contribute simultaneously to academic knowledge and organizational practice. Contemporary management research increasingly transcends traditional disciplinary boundaries, recognizing that complex organizational challenges require integrative perspectives drawing upon strategic management, organizational behavior, entrepreneurship, marketing, human resource management, operations, logistics, supply chain, fintech, innovation, and international business (Cornelissen, 2017; Barney, 2018).

Business and Management Perspectives aims to become an international forum for theoretically grounded, methodologically rigorous, and practically relevant scholarship. We welcome empirical, conceptual, and methodological contributions that advance understanding of organizations, managers, employees, consumers, entrepreneurs, and institutions operating in increasingly dynamic and interconnected environments. We particularly encourage studies examining digital transformation, artificial intelligence, business analytics, sustainability, responsible management, leadership, innovation, corporate governance, employment relations, consumer behavior, and emerging business models. These topics continue to reshape contemporary organizations and demand fresh theoretical insights and robust empirical evidence (Brynjolfsson & McAfee, 2017; George et al., 2021).

Equally important is the journal's commitment to fostering responsible research that addresses contemporary societal challenges. Business organizations increasingly operate in environments where economic performance must be balanced with environmental sustainability, social responsibility, ethical governance, and stakeholder well-being. Consequently, research that informs responsible management practice has become more important than ever (George et al., 2016). We, therefore, encourage submissions that not only extend theory but also demonstrate meaningful implications for managers, policymakers, practitioners, and society.

As Editor-in-Chief, I invite scholars across the global business and management community to submit their latest empirical investigations, conceptual developments, methodological innovations, systematic literature reviews, industry reports, viewpoints, and interdisciplinary research. Our ambition is to establish '*Business and Management Perspectives*' as a journal recognized for publishing research that combines intellectual originality, methodological excellence, and practical significance while contributing to the advancement of business and management scholarship worldwide.

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