



ASIA PACIFIC JOURNAL OF BUSINESS

INSTITUTE OF MANAGEMENT RESEARCH

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Asia-Pacific Journal of Business

The **Asia-Pacific Journal of Business (APJB)** applies theory developed from business research to actual business situations. Recognizing the intricate relationships between the many areas of business activity, APJB examines a wide variety of business decisions, processes and activities within the actual business setting.

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The reviewing time is normally 10 to 12 weeks. Authors should send an electronic version of their article in Microsoft Word format by e-mail to the address given above. This electronic version will be used for the reviewing process. Authors, Reviewers, and Editors send and receive all correspondence by e-mail and no paper correspondence is necessary.

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Simon, H. A.(1972), "Theories of Bounded Rationality," in McGuire. C. and R. Radner (eds.), Decision and Organization. North-Holland, Amsterdam, 161-176.

For periodicals

Ha, H., Muthaly, S., and Akamavi, R.(2009), "Alternative explanations of online repurchasing behavioral intentions: a comparison study of Korea and UK young customers," European Journal of Marketing, Forthcoming.

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