

ASIA PACIFIC JOURNAL OF IMSTITUTE OF MAMACEMENT RESEARCH

GUIDELINES



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.

Theoretical and empirical advances in buyer behavior, finance, organizational theory and behavior, marketing, risk and insurance and international business are evaluated on a regular basis.

Published for executives, researchers and scholars alike, the Journal aids the application of empirical research to practical situations and theoretical findings to the reality of business world, particularly in the Asia-Pacific region.



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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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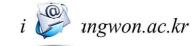
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Williamson, O. E.(1975), Markets and Hierarchies, The Free Press, New York.

For contributions to collective works

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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