

Journal of Business Research to participate in the 2020 Innovation, Entrepreneurship and Knowledge Academy Conference- ESIC Business & Marketing School (Spain)



A) Challenges and Opportunities for Innovation, Entrepreneurship and Knowledge: How are Technology, Information and Marketing affecting the Interconnected World?

B) Special issue on Quantitative and Qualitative Comparative Analysis in Business

JBR (Elsevier)

The Twelfth Conference of the **Innovation, Entrepreneurship and Knowledge Academy** will be held in Madrid (Spain) in June, 2020. Editors of leading journals will participate in this 12th Conference, organized by INEKA (formerly GIKA). The Conference will take place from June 23th to June 25th, 2020.

The Conference will be broken down into subtopics. In this way, the various areas can be adapted to the different streams of research and editorial policies of each journal and editor participating at the Conference.

One of the aims of the Conference is to select papers that, depending on the specialty of the journal and the quality of the papers, will be decided to publish by editors and guest editors of each of these journals.

The selection and review of articles will be carried out, firstly, by the Conference Advisory Committee. Those papers that do not reach the required standards of quality and rigour demanded by these journals, in terms of theoretical framework and methodology, will not be accepted for presentation at the Conference. Then papers will be reviewed by Innovation, Entrepreneurship and Knowledge Academy Editorial Advisory Board, decisions will be taken by guest editors and editors of the involved journals. Papers should be highly relevant, **with a clear orientation to the overall topics of the journal** and the research focus favoured by the journals. In sum, there is not a specific call for the journal, only that the topic of the Conference is “Challenges and Opportunities for Innovation, Entrepreneurship and Knowledge: How are Technology, Information and Marketing affecting the Interconnected World?”

Once the Conference has concluded, the guest editors and editors for each journal will decide which papers are to be recommended for inclusion in the journal, in our case in the Journal of Business Research, making this and subsequent Conferences organized by the Academy quite unique. Review process will be taken in the platforms of each journal or in INEKA (formerly GIKA) platform. Rigorous review process will be done. **The deadline for submitting papers is February 1st, 2020.** Submissions should be sent to the Conference webpage (www.ineka-academy.com).