

Editor's Letter

This is the inaugural issue of the *Nordic Journal of Business (NJB)*. Although inaugural issue may give the impression of something new, *NJB* is not a new journal, but rather a continuation of the long tradition of the *Finnish Journal of Business Economics* under a new name and with a refined focus and philosophy. The Journal was established in 1952 and has been considered a staple of peer-reviewed business research among Finnish scholars for more than 60 years. The Association of Business Schools Finland, a non-profit organization which publishes the Journal, began an extensive development process in 2013 with the intention of reaching a higher standard of publication and broadening the focus of the Journal to Nordic countries. The change of the name to *NJB* now begins a new era and stage of development. The ambitious objective of *NJB* is to become a leading outlet for business research in the Nordic countries.

NJB is a scholarly journal that publishes peer-reviewed scientific research in all fields of business studies. Different aspects of business theory and practice related, among others, to accounting, corporate governance, entrepreneurship, finance, information systems, international business, management, and marketing are within the scope of the Journal. *NJB* is an open access journal and is published four times a year by the Association of Business Schools Finland. The Journal's audience

includes scholars and researchers at universities and business schools, as well as executives and other practitioners interested in the application of research to practical business decisions.

We welcome submissions of empirical and theoretical papers that contribute to knowledge of business theory and practice. The Journal is primarily interested in contributions based on the foundational disciplines of business studies, but we also encourage creative approaches and multidisciplinary research that reflects the intricate real-life relationships between functional areas of business. The core of the Journal comprises empirical and theoretical research articles. In addition to the research articles, we also consider comprehensive survey and review articles, rigorous descriptive studies as well as short research notes for publication. The Journal regularly publishes special issues that focus on specific research topics and themes. While *NJB* provides an international forum for business research, we particularly encourage submissions that focus on Nordic research problems or use data from Denmark, Finland, Iceland, Norway, and Sweden. All submissions are subject to initial editorial screening and are subsequently double-blind refereed by two reviewers who are recognized experts in the field of the manuscript.

As part of the Journal's development process, completely new Advisory and Editorial boards

have been recruited during 2014. The members of the new Advisory and Editorial Boards represent different disciplines of business studies, and come from fourteen different universities or business schools in seven different countries. I am honoured to welcome Renée Adams (University of New South Wales), Ingmar Björkman (Aalto University School of Business), Nicolai J. Foss (Copenhagen Business School & Norwegian School of Economics), Christian Grönroos (Hanken School of Economics), Matti Keloharju (Aalto University School of Business), and Per Olsson (Duke University) to the Advisory Board. Furthermore, I want to introduce and welcome the following distinguished colleagues to NJB's Editorial Board: Jaakko Aspara (Hanken School of Economics), Tom Engsted (Aarhus University), Anna Gold (VU University Amsterdam), Jörgen Hellström (Umeå University), Marko Kohtamäki (University of Vaasa), Benjamin Maury (Hanken School of Economics), Lasse Niemi (Aalto University School of Business), Henrik Nilsson (Stockholm School of Economics), Kaisu Puumalainen (Lappeenranta University of Technology), Sara Rosengren (Stockholm School of Economics), Adam Smale (University of Vaasa), Torkild Thanem (Stockholm University), Steen Thomsen (Copenhagen Business School), and Joakim Wincent (Luleå University of Technology). The members of the Advisory and Editorial Boards are prolific scholars who have published in the leading journals of

their fields, and many of them already have a long history with the Journal as authors and reviewers. I look forward to working with them with the ongoing development of the Journal.

In addition to introducing and welcoming the new Advisory and Editorial Boards, I would like to take this opportunity to thank the former editors of the *Finnish Journal of Business Economics* and the members of the outgoing Editorial Board for their long-term service. It goes without saying that the past editors and Editorial Board members have had a central role in building the reputation and steadily improving the quality of the Journal over the past decades.

I am greatly indebted to Juuso Leivonen from our editorial office for making my task much easier. Juuso has provided enormous help not only with the editorial processes, but with the overall development process of the Journal and its transition to NJB.

Finally, I want to thank the authors, reviewers, and readers for your support to the Journal. I would be happy to hear your comment and suggestions for further improving the quality and influence of the Journal. Please consider the *Nordic Journal of Business* as an outlet for your future research.

Sami Vähämaa

Editor

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