

BUSINESS HORIZONS

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Aims and Scope

Business Horizons is the bi-monthly journal of the Kelley School of Business, Indiana University. The editorial aim is to publish original articles of interest to business academicians and practitioners. Articles cover a wide range of topical areas within the general field of business, with emphasis on identifying important business issues or problems and recommending solutions that address these. Ideally, articles will prompt readers to think about business practice in new and innovative ways. *Business Horizons* fills a unique niche among business publications of its type by publishing articles that strike a balance between the practical and the academic. To this end, articles published in *Business Horizons* are grounded in scholarship, yet are presented in a readable, non-technical format accessible to a wide business audience.

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