

Australian Journal of Management



Subject Area Statements

The **Australian Journal of Management** is interested in original, innovative and highly rigorous research. The domain of study (be it defined by country, management problem, or methodological approach) is much less important than quality and interest to both an academic readership and, preferably, a sophisticated practitioner one.

What distinguishes the **Australian Journal of Management** from other journals is its emphasis on general management. In practice, this means that high quality articles within the discipline areas listed below will be entertained while cross-disciplinary approaches, addressing cross-disciplinary problems, or with cross-disciplinary managerial implications will be particularly well received.

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Marketing

Within the overall guidelines for the Journal, including its call for cross disciplinary research and work