

# Journal Of Small Business And Entrepreneurship

ISSN: 0827-6331  
VOL 36 ISSUE 1 JANUARY 2024



## JOURNAL OF SMALL BUSINESS & ENTREPRENEURSHIP

The Journal of the Canadian Council for Small Business and Entrepreneurship/  
Conseil canadien de la PME et de l'entrepreneuriat



JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP IS A VITAL RESOURCE THAT CONTRIBUTES SIGNIFICANTLY TO THE UNDERSTANDING OF SMALL BUSINESS DYNAMICS AND THE ENTREPRENEURIAL ECOSYSTEM. AS THE LANDSCAPE OF GLOBAL BUSINESS CONTINUES TO EVOLVE, THE IMPORTANCE OF SMALL ENTERPRISES IN FOSTERING INNOVATION, CREATING JOBS, AND DRIVING ECONOMIC GROWTH CANNOT BE OVERSTATED. THIS JOURNAL SERVES AS A SCHOLARLY PLATFORM THAT DELVES INTO THE MULTIFACETED ASPECTS OF SMALL BUSINESSES AND ENTREPRENEURSHIP, PROVIDING VALUABLE INSIGHTS FOR RESEARCHERS, PRACTITIONERS, AND POLICYMAKERS ALIKE.

# OVERVIEW OF THE JOURNAL

THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP IS RECOGNIZED FOR ITS RIGOROUS PEER-REVIEWED ARTICLES THAT COVER A WIDE RANGE OF TOPICS RELATED TO SMALL BUSINESS MANAGEMENT AND ENTREPRENEURSHIP. ESTABLISHED WITH THE INTENT TO BRIDGE THE GAP BETWEEN THEORETICAL RESEARCH AND PRACTICAL APPLICATIONS, THE JOURNAL AIMS TO PUBLISH HIGH-QUALITY STUDIES THAT CONTRIBUTE TO THE FIELD'S ACADEMIC AND PRACTICAL UNDERSTANDING.

## OBJECTIVES AND SCOPE

THE PRIMARY OBJECTIVES OF THE JOURNAL INCLUDE:

1. RESEARCH DISSEMINATION: TO PROVIDE A PLATFORM FOR RESEARCHERS TO SHARE THEIR FINDINGS WITH THE BROADER ACADEMIC COMMUNITY.
2. PRACTICAL RELEVANCE: TO BRIDGE THE GAP BETWEEN THEORY AND PRACTICE, ENSURING THAT RESEARCH IS APPLICABLE TO REAL-WORLD SCENARIOS.
3. DIVERSITY OF TOPICS: TO COVER DIVERSE AREAS WITHIN SMALL BUSINESS AND ENTREPRENEURSHIP, INCLUDING BUT NOT LIMITED TO:
  - BUSINESS DEVELOPMENT STRATEGIES
  - INNOVATION AND TECHNOLOGY ADOPTION
  - FINANCING AND FUNDING CHALLENGES
  - MARKETING AND CONSUMER BEHAVIOR
  - POLICY IMPLICATIONS FOR SMALL BUSINESSES

## TARGET AUDIENCE

THE JOURNAL CATERS TO A DIVERSE AUDIENCE, INCLUDING:

- ACADEMICS AND RESEARCHERS: THOSE LOOKING TO CONTRIBUTE TO OR EXPAND THEIR UNDERSTANDING OF THE FIELD THROUGH EMPIRICAL STUDIES AND THEORETICAL INSIGHTS.
- ENTREPRENEURS AND BUSINESS OWNERS: INDIVIDUALS SEEKING EVIDENCE-BASED GUIDANCE ON MANAGING AND GROWING THEIR ENTERPRISES.
- POLICYMAKERS: GOVERNMENT OFFICIALS AND AGENCIES LOOKING TO UNDERSTAND THE IMPACT OF REGULATIONS AND POLICIES ON SMALL BUSINESSES.
- STUDENTS: LEARNERS IN ENTREPRENEURSHIP AND BUSINESS STUDIES WHO REQUIRE ACCESS TO CONTEMPORARY RESEARCH AND CASE STUDIES.

## RESEARCH THEMES AND TOPICS

THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP COVERS A WIDE ARRAY OF THEMES THAT REFLECT THE COMPLEXITIES OF SMALL BUSINESS OPERATIONS AND THE ENTREPRENEURIAL JOURNEY. SOME OF THE PROMINENT RESEARCH THEMES INCLUDE:

### 1. BUSINESS DEVELOPMENT AND GROWTH

UNDERSTANDING HOW SMALL BUSINESSES CAN ACHIEVE GROWTH IS A CRITICAL AREA OF STUDY. RESEARCH OFTEN FOCUSES ON:

- STRATEGIES FOR SCALING OPERATIONS
- MARKET ENTRY STRATEGIES
- ROLE OF NETWORKING AND PARTNERSHIPS
- CHALLENGES FACED DURING GROWTH PHASES

## 2. INNOVATION AND TECHNOLOGY

IN THE MODERN BUSINESS ENVIRONMENT, INNOVATION IS KEY TO SURVIVAL. ARTICLES IN THIS THEME EXPLORE:

- ADOPTION OF NEW TECHNOLOGIES
- IMPACT OF DIGITAL TRANSFORMATION ON SMALL BUSINESSES
- INNOVATIVE BUSINESS MODELS
- CASE STUDIES OF SUCCESSFUL INNOVATION IN SMALL ENTERPRISES

## 3. FINANCING AND FINANCIAL MANAGEMENT

ACCESS TO FINANCE IS A PERENNIAL CHALLENGE FOR SMALL BUSINESSES. RESEARCH TOPICS INCLUDE:

- SOURCES OF FUNDING FOR SMALL ENTERPRISES
- THE ROLE OF MICROFINANCE AND VENTURE CAPITAL
- FINANCIAL LITERACY AMONG ENTREPRENEURS
- IMPACT OF FINANCIAL MANAGEMENT PRACTICES ON BUSINESS PERFORMANCE

## 4. MARKETING STRATEGIES

EFFECTIVE MARKETING IS ESSENTIAL FOR BUSINESS SUCCESS. THIS THEME EXAMINES:

- DIGITAL MARKETING STRATEGIES
- CUSTOMER RELATIONSHIP MANAGEMENT
- BRANDING AND POSITIONING FOR SMALL BUSINESSES
- MARKET RESEARCH METHODOLOGIES

## 5. POLICY AND REGULATORY ENVIRONMENT

UNDERSTANDING THE IMPACT OF GOVERNMENTAL POLICIES ON SMALL BUSINESS OPERATIONS IS CRUCIAL. RELEVANT RESEARCH TOPICS ENCOMPASS:

- ANALYSIS OF SMALL BUSINESS POLICIES AND THEIR EFFECTIVENESS
- REGULATORY CHALLENGES FACED BY SMALL ENTERPRISES
- IMPACT OF TAX POLICIES ON ENTREPRENEURSHIP
- ROLE OF GOVERNMENT SUPPORT PROGRAMS

## PUBLICATION PROCESS

PUBLISHING IN THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP INVOLVES A SYSTEMATIC PROCESS THAT ENSURES THE QUALITY AND RELEVANCE OF THE RESEARCH BEING PRESENTED. THE TYPICAL STEPS INCLUDE:

1. SUBMISSION: AUTHORS SUBMIT THEIR MANUSCRIPTS THROUGH THE JOURNAL'S ONLINE PORTAL, ADHERING TO SPECIFIC FORMATTING AND STYLE GUIDELINES.
2. PEER REVIEW: SUBMITTED ARTICLES UNDERGO A DOUBLE-BLIND PEER REVIEW PROCESS, WHERE EXPERTS IN THE FIELD EVALUATE THE QUALITY, ORIGINALITY, AND CONTRIBUTION OF THE RESEARCH.
3. REVISIONS: AUTHORS MAY BE REQUIRED TO MAKE REVISIONS BASED ON PEER FEEDBACK BEFORE THEIR ARTICLE CAN BE ACCEPTED FOR PUBLICATION.
4. PUBLICATION: ONCE ACCEPTED, ARTICLES ARE SCHEDULED FOR PUBLICATION IN AN UPCOMING ISSUE, ALLOWING FOR THE DISSEMINATION OF KNOWLEDGE TO THE ACADEMIC COMMUNITY AND PRACTITIONERS.

# IMPACT AND CONTRIBUTIONS

THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP HAS MADE SIGNIFICANT CONTRIBUTIONS TO THE FIELD OF ENTREPRENEURSHIP AND SMALL BUSINESS STUDIES. ITS IMPACT CAN BE MEASURED IN SEVERAL WAYS:

## 1. ACADEMIC CONTRIBUTIONS

THE JOURNAL PUBLISHES CUTTING-EDGE RESEARCH THAT ADVANCES THEORETICAL FRAMEWORKS AND EMPIRICAL UNDERSTANDING OF SMALL BUSINESS DYNAMICS. IT PROVIDES A REPOSITORY OF KNOWLEDGE THAT RESEARCHERS CAN BUILD UPON.

## 2. PRACTICAL APPLICATIONS

BY FOCUSING ON PRACTICAL IMPLICATIONS, THE JOURNAL OFFERS ACTIONABLE INSIGHTS FOR ENTREPRENEURS AND BUSINESS OWNERS, HELPING THEM NAVIGATE THE CHALLENGES OF RUNNING A SMALL ENTERPRISE.

## 3. POLICY INFLUENCE

RESEARCH PUBLISHED IN THE JOURNAL CAN INFORM POLICYMAKERS ABOUT THE NEEDS AND CHALLENGES OF SMALL BUSINESSES, GUIDING THE DEVELOPMENT OF SUPPORTIVE POLICIES AND PROGRAMS.

## FUTURE DIRECTIONS

AS THE BUSINESS LANDSCAPE CONTINUES TO EVOLVE, THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP IS POISED TO ADAPT AND GROW. EMERGING THEMES THAT MAY GAIN PROMINENCE IN FUTURE ISSUES INCLUDE:

- SUSTAINABILITY AND SOCIAL ENTREPRENEURSHIP
- THE ROLE OF ARTIFICIAL INTELLIGENCE AND AUTOMATION IN SMALL BUSINESS OPERATIONS
- GLOBALIZATION AND ITS IMPACT ON SMALL ENTERPRISES
- DIVERSITY AND INCLUSION IN ENTREPRENEURSHIP

## CONCLUSION

IN CONCLUSION, THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP STANDS AS A CRUCIAL PILLAR IN THE FIELD OF ENTREPRENEURSHIP RESEARCH. BY FOSTERING A DIALOGUE BETWEEN ACADEMIA AND PRACTICE, IT PLAYS AN ESSENTIAL ROLE IN SHAPING THE FUTURE OF SMALL BUSINESSES AND ENTREPRENEURSHIP. AS WE MOVE FORWARD, THE INSIGHTS SHARED THROUGH THIS JOURNAL WILL CONTINUE TO INFORM, INSPIRE, AND EMPOWER THE NEXT GENERATION OF ENTREPRENEURS AND BUSINESS LEADERS, CONTRIBUTING TO A ROBUST AND DYNAMIC ECONOMIC LANDSCAPE. WHETHER YOU ARE A RESEARCHER, PRACTITIONER, OR POLICYMAKER, ENGAGING WITH THE JOURNAL'S CONTENT OPENS UP A WEALTH OF KNOWLEDGE THAT CAN DRIVE INNOVATION AND GROWTH IN THE SMALL BUSINESS SECTOR.

## FREQUENTLY ASKED QUESTIONS

## WHAT IS THE PRIMARY FOCUS OF THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP?

THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP PRIMARILY FOCUSES ON RESEARCH AND SCHOLARSHIP RELATED TO SMALL BUSINESS MANAGEMENT, ENTREPRENEURSHIP PRACTICES, AND THE CHALLENGES FACED BY SMALL BUSINESSES IN VARIOUS CONTEXTS.

## HOW CAN RESEARCHERS SUBMIT THEIR WORK TO THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP?

RESEARCHERS CAN SUBMIT THEIR WORK TO THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP THROUGH ITS ONLINE SUBMISSION SYSTEM, ENSURING THAT THEY FOLLOW THE JOURNAL'S SUBMISSION GUIDELINES AND FORMATTING REQUIREMENTS.

## WHAT TYPES OF ARTICLES ARE TYPICALLY PUBLISHED IN THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP?

THE JOURNAL PUBLISHES A VARIETY OF ARTICLES INCLUDING EMPIRICAL RESEARCH, THEORETICAL ANALYSES, CASE STUDIES, AND LITERATURE REVIEWS THAT CONTRIBUTE TO THE UNDERSTANDING OF SMALL BUSINESS AND ENTREPRENEURSHIP.

## IS THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP PEER-REVIEWED?

YES, THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP IS A PEER-REVIEWED JOURNAL, WHICH MEANS THAT SUBMITTED ARTICLES UNDERGO A RIGOROUS REVIEW PROCESS BY EXPERTS IN THE FIELD BEFORE PUBLICATION.

## WHAT IMPACT FACTOR DOES THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP HAVE?

THE IMPACT FACTOR OF THE JOURNAL OF SMALL BUSINESS AND ENTREPRENEURSHIP VARIES EACH YEAR, REFLECTING ITS CITATION METRICS AND INFLUENCE IN THE FIELD OF SMALL BUSINESS AND ENTREPRENEURSHIP RESEARCH.

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