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Editorial: The future of Business Research

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Editorial: The future of *Business Research*

Thomas Gehrig¹

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As of January 2021, *Business Research* will continue operations in a new setting and under the new brand name *Schmalenbach Journal of Business Research (SBUR)*. Accordingly, submissions as of now will be considered as submissions to SBUR. This Editorial provides further information about the submission process until the homepage of SBUR is fully functional.

The merger between *Business Research* and *Schmalenbach Business Review* results from the decision of the underlying scientific associations, the German Association for Business Research (VHB) and the Schmalenbach-Gesellschaft (SG), to cooperate in creating a joint flagship journal in business with global reach.

Formally, SBUR builds on the tradition of the *Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)*. However, the change to the English name signals the fundamental change in focus and the global ambitions of the new journal.

We welcome your submissions to SBUR from now on. For the time being, please submit your manuscript via the the BuR Editorial Manager <https://www.editorialmanager.com/bure/default.aspx> as usual. Your paper will automatically be considered for publication in SBUR. Please follow the news on the opening of the SBUR submission system on this website:

<https://www.springer.com/journal/41471/updates/18029514>.

The online submission to SBUR will soon be open on the journal homepage:

<https://www.springer.com/journal/41471>

which will also be the regular journal homepage for SBUR from January 2021 onwards.

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Please submit your best work to SBUR. We are soliciting original research from the whole spectrum of business research, but we are also considering review articles as well as conceptual papers on topical themes.

We are looking forward to the very finest of your work!

Thomas Gehrig

Editor-in-Chief

On behalf of the Editorial Team

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