

Budapest Management Review

Call for Papers

Special Issue on "Navigating New Realms: Redefining Success in Uncertain Times in Central and Eastern Europe"

About the Journal

The monthly published Budapest Management Review (ISSN 0133-0179; Online ISSN 3057-9376) is one of the most significant journals in the field of business, management, and organizational studies in Hungary, which is published since 1970. It publishes papers that provide empirical findings or contribute to theory. It is a general management journal, which includes studies on different aspects of organizations: structure, processes, and performance, and equally on cultural, behavioral, and technological subjects. Multidisciplinary research is highly valued and papers that draw on the perspective and theoretical background of sociology, psychology, economics, political science, or communicational studies – apart from that of business, management and organization science are also appreciated.

The journal welcomes submissions of high-quality and multi-disciplinary articles that address social, demographic, political, economic and industrial trends and challenges. Society and Economy is a gold open access journal since 2019 but limited number of full waiver available.

Ranking (AJG 2021): **ABS 1**

Ranking (Hungarian Academy of Sciences): **MTA A**

Scope and Purpose of the Special Issue

In an era marked by unprecedented global disruptions, the field of international business is navigating a complex landscape. This special issue aims to explore the multifaceted challenges and opportunities that have arisen, focusing on how businesses can adapt and thrive in this dynamic environment. We invite scholars and practitioners to submit original research that delves into the various aspects of nowadays' challenges in international business by *focusing on companies with relevance in Central and Eastern Europe* (CEE). The goal is to provide a comprehensive understanding of how CEE companies can enhance their competitiveness and resilience.

Topics of Interest

The upcoming special issue will explore a diverse array of topics that are pivotal in the current uncertain business landscape. One area of focus is the dynamics of international entrepreneurship, cooperation, and networks. Paper submissions are invited in this

domain to investigate how businesses can leverage international partnerships and networks to drive growth and innovation, particularly in the face of regional disruptions that challenge global value chains. This includes examining the strategies that firms in CEE employ to enhance their competitiveness and navigate the complexities of international markets.

Another critical theme is the role of digitalization and digital enterprises in achieving international success. As businesses increasingly rely on digital technologies, understanding how digital transformation impacts international business practices is crucial. This encompasses the strategies that digital enterprises use to innovate and collaborate on a global scale, as well as the marketing challenges they face in diverse international markets. Additionally, the issue wants to address the broader implications of international strategy in an uncertain global environment, highlighting how firms adapt their strategies to cope with economic volatility and geopolitical uncertainties.

The special issue will also cover the human and organizational aspects of international business: we welcome submission addressing the challenges of managing international human resources during economic downturns, and the importance of diversity and inclusion in fostering a sustainable and competitive international business environment. Topics concerning the CEE presence of emerging market multinationals (such as local impacts, challenges and the liability of foreignness) are also of interest of this special issue. Furthermore, papers about the role of corporate governance in promoting sustainability, the impact of state policies on global business practices, and the unique challenges faced by the sport business sector will be welcome. Finally, the issue can include the evolving landscape of international business education with papers emphasizing the need for responsible and adaptive teaching methods in the face of global disruptions.

Submission Guidelines

Manuscripts should be prepared in accordance with the [journal's guidelines](#) and submitted through the online submission system. The editors reserve the right to reject the publication of any paper without prior notice if the publication does not meet the requirements. All submissions undergo an editorial, and then a double-blind peer review process to ensure the publication of high-quality research.

The special issue can include up to 8 papers of 6-9,000 words. If there are more high-quality submissions to the special issue, then those papers can be published in regular issues of Budapest Management Review

Important Dates

- Early submission: 31th January 2025 to aibcee2024@uni-corvinus.hu for paper pre-selection
- Decision about early submissions: 10th February 2025
- Paper submission deadline to the system of the journal: 17th February 2025
- Editors' first decision: around 28th February 2025
- Blind review process: between March and June 2025
- Deadline for submission of revised papers: 31st July 2025
- Publication date: after review process, the special issue as planned to be published in end of 2025.

Guest editors

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We look forward to receiving your contributions and advancing the discourse on international business in a disrupted world with a special focus on the Central and Eastern European region!

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