

Contemporary Applied Business Research in Light of Academic Literature

Special Issue International Journal of Applied Research in Business and Management

Greetings From the Publisher

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Dear Reader,
Dear Authors,
Dear Editorial Board Members,

every year young and also experienced scientists worldwide write hundreds of thousands, maybe millions of essays and literature reviews. Some of them are probably not read more than once and are lost knowledge afterwards.

With this special issue of the International Journal of Applied Research in Business and Management, we would like to provide a platform for these papers. Therefore, we have called for short scientific essays and literature reviews that bridge the gap between academic literature and practice-oriented research. The result is the following very different papers, which we are proud to present as a special issue of the journal.

We would like to take this opportunity to thank not only the authors of this issue, but also all the other people who support the journal through their contributions - as authors, as editors, and also as interested readers. When we launched the International Journal of Applied Research in Business Management, the first academic journal published by Wohllebe & Ross Publishing, about two years ago, we did not expect this great response.

We look forward to the further development of the journal and many more issues to come!

Atila Wohllebe and Florian Ross
Managing Partners
Wohllebe & Ross Publishing
Hamburg, Germany, 2022

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