

**Editorial Note:**  
**Business Sustainability Publishing Philosophy: A Reflection From**  
***FBSIJ* Editor in Chief**

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**Abstract**

This editorial note shares with readers the rationale behind *Frontiers of Business Studies: An International Journal (FBSIJ)*, which will take us far beyond the prevailing publishing philosophy.

**Keywords**

Business Sustainability, Editorial Note, Publishing Philosophy.

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### **Introductory Story**

During my work on my doctoral dissertation in business administration at Damascus University, I had to publish some articles (as there was a mandatory requirement for defense: two publications in Scopus or Web of Science).

To some extent, I can argue, authors who publish in business-administration journals face challenges. Some of which being:

- Thousands-word articles as a publication requirement,
- Expensive submission/publication fees,
- A lengthy publishing processing time,
- A blind peer-review subjectivity.

Additionally, readership might find, in those journals, articles (published under “glistening” university affiliations) that might be classified as replication studies (filled with unnecessary bells and whistles). In addition, readers cannot often access the contents (of those journals) in full for free.

### **Between Theory and Practice in the Business Sustainability Publishing Philosophy**

In the business-sustainability industry, the practice (rather than the theory) has the definitive word mostly. Businesspeople can answer questions relevant to corporate sustainability far better than academics, for example. Answering on sustainability questions, particularly when organizations face unpredictable challenges and uncertain

times, necessitates *reliable* and *quick* solutions *free*.

The belief (herein) is that a publishing philosophy efficiently leading to improved matching between theory and practice in business sustainability is much-needed.

*Frontiers<sup>1</sup> of Business Studies: An International Journal (FBSIJ)* is a research publishing initiative that puts theoretical idea into practice. Its contents have the potential to be used for the teaching purpose as well.

With *FBSIJ*, readers will recognize an unconventional publishing philosophy aiming to publish firsthand business philosophies on business sustainability in a refereed-scientific one-page academic style.

*Frontiers of Business Studies: An International Journal* believes in creating a marked change in the publishing industry and inspiring the business community to work toward sustainability with moral principles and ethical codes.

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<sup>1</sup>) “Frontier” means the farthestmost limits of knowledge or achievement in a particular subject Merriam-Webster. (n.d.). Frontier. In Merriam-Webster.com dictionary. Retrieved July 22, 2022, from <https://www.merriam-webster.com/dictionary/frontier>.

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With the “Frontiers” term, the journal intends to reveal the most business sustainability philosophies (in the business industry) that assist entrepreneurs’ and stakeholders’ comprehension of the business sustainability to protect their well-being.

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