



Management and Business Review. Mission and Call for Papers

We are happy to announce the upcoming launch of a new journal, *Management and Business Review* (MBR). The goal of MBR is to bridge management practice, education and research, and thereby enhance all three. With a targeted readership of managers, students, and professors, we hope and expect that this effort will increase the impact of academic research on organizations.

In contrast to the *Harvard Business Review* (HBR), the *Sloan Management Review* (SMR), and the *California Management Review* (CMR), which are each published by a single school, MBR is the result of a grassroots initiative with a wide participation by many schools and companies. Because of its broad community involvement, a different editorial structure and different editorial processes, we hope to motivate the 98% of business school professors who never attempt to publish in HBR, SMR or CMR, thereby increasing the number of professors actively engaged in translating their research insights for a practitioner audience. The Department Editors for Accounting are Chris Ittner (Wharton School) and Eva Labro (UNC Chapel Hill).

More information on *Management and Business Review*, its mission, editorial structure and processes and the call for papers can be found on <http://mbrjournal.com/>. Submissions can also be made via the link on this website.
