

Editorial Foreword

Dear Journal of Applied Economics and Business Research (JAEBR) stakeholders,

It is a great feeling to write this editorial for the Journal of Applied Economics and Business Research which was introduced after discussions four years ago. As young researchers, who had emerging economies background, we wanted to publish papers which used data from those countries. However, we were encountering several digressive criticisms, e.g., “The country should be interesting” or “how will it make a difference” or the claim that “our papers did not parallel the dominant logics such as resource base view”. We also heard that several of our friends, who also sent papers from or on emerging economies, were not really welcomed. The leading management and economics societies were constantly sending mail to us to renew our membership while they were not interested in publishing our papers. The publishing barriers in those leading journals or presenting barriers at leading conferences were several and not the topic of this editorial (however, if you are interested, read Brogaard, Engelberg, & Parsons, 2014). We decided to start this journal during those days and wanted it to be a global platform for researchers. The papers we have received which based on data authored from different countries and institutions show that we are in the right track.

During the early years of this journal we saw extensive plagiarism and clearly stated that was not acceptable, and wrote a paper about academic dishonesty. We began to use an electronic plagiarism check during the first year when many leading journals were hesitant to do so. Now, we observe some journals (Barczak, 2014) clearly state that they will also utilize electronic plagiarism programs. How many papers are rejected because of plagiarism checking? Each year at least 20 papers are directly rejected because they contained some degree of plagiarism.

Who is reading JAEBR when we think that there are other open access and established journals? It is not possible to know this directly, however, research first presented in this journals have been cited by leading journals such as Journal of Management Studies, Journal of Business Research, Research Policy, and Social Indicators Research. These journals are indicators of who are the readers of this journal. We note that authors from 24 different countries have contributed to this journal and we would like to mention this journal is interested in papers which contain controversial discussions or findings.

Here we would like to state that stakeholders of this journal are free to circulate the papers among their academic circles and upload to their university and personal websites including academia.edu, researchgate.net etc.

Before concluding we would like to mention papers which are components of this issue. In the first paper, O. Zorkóciová, L. Šimorová and M. Šášiková discuss corporate identity as a strategic tool. They based their study on data of the Slovakian car market. In the second paper, M. Farhana explores the implication of brand identity facets on marketing communication. She uses a Swedish lifestyle magazine for her exploration. In the third paper, H. Zarafat and M. Vejzagic use data from Bursa Malaysia and analyze the long-term performance of initial public offerings. In the fourth paper, M. A. Adawo and E.L. Effiong examine the long-run validity of

the monetary exchange rate model in Nigeria. In the fifth paper, G. Alimehmeti and A. Paletta study corporate governance indexes based on data from USA.

Doktorant Özgün Imre from Linköping University supported the editorial process of this issue. We would like to state our appreciation to him. Before ending this editorial we would like to thank you for your interest in JAEBR and sincerely hope that you will enjoy this issue and use the findings to support your future research and publications.

Solmaz Filiz Karabag & De Martin,
Editors

References:

Barczak, G. 2014. From the Editor: Plagiarism. *Journal of Product Innovation Management*, 31:2, 194-195.

Brogaard, J., Engelberg, J., & Parsons, C. A. 2014. Networks and productivity: Causal evidence from editor rotations. *Journal of Financial Economics*, 111:1, 251-270.