

PRESS RELEASE

Established business journals merge to form *Schmalenbach Journal of Business Research (SBUR)*

Springer Nature will be the publisher of a fully open access (OA) journal created by merging journals from the two largest business research associations in the German-speaking world

Heidelberg | London | New York, 26 March 2020



Image: Cover SBUR © Springer Nature

Starting from 1 January 2021, the Schmalenbach-Gesellschaft für Betriebswirtschaft (SG) and the German Academic Association for Business Research (VHB) will jointly publish the *Schmalenbach Journal of Business Research (SBUR)* as part of Springer Nature's portfolio. The aim of the cooperation is to create a new leading high-quality academic journal with international appeal covering all areas of Business & Management. SBUR commits to open science and will be published as a fully open access journal (Gold OA).

With the creation of SBUR, the English-language journals *Business Research* of VHB and *Schmalenbach Business Review* of SG will merge into one strong international outlet. The previous Editors-in-Chief, Thomas Gehrig of the University of Vienna, and Alfred Wagenhofer of the University of Graz, will jointly take over the editorial management of SBUR.

The cooperation of the two largest business research associations with a long tradition in the German-speaking world provides a broad and strong foundation to SBUR. The journal will build on ZfbF (Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung), one of the oldest and most renowned business journals in German, and will turn it into a forward-looking, international format. The first volume of SBUR will therefore start with Volume 73. Articles will be published in English language only.

As the world's most comprehensive open access publisher, Springer Nature supports SBUR with its expertise and international reputation. Moreover, the three journals merged to form SBUR were already part of Springer Nature's strong portfolio of Business & Management publications. The fully open access journal SBUR will fit well into the framework of the recently concluded DEAL agreement for Germany.

About the Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.

The independent and non-profit Schmalenbach-Gesellschaft für Betriebswirtschaft has for decades provided an important meeting place for business theory and practice based on a top-class network. Schmalenbach-Gesellschaft is supported by leading experts of national and international companies as well as renowned business economists. As the oldest and most traditional association in the field of business administration in Germany, Schmalenbach-Gesellschaft provides viable answers to current questions of business practice and legislation. This aim is pursued by issuing publications and hosting conferences - in particular the annual German Business Economist Day. Over 600 representatives from science and practice are involved in working groups on various topics (<http://www.schmalenbach.org>).

About the German Academic Association of Business Research

The **German Academic Association of Business Research** (VHB) aims at the development of business research and business studies as a relevant, internationally oriented and forward-looking academic discipline at universities. Its main objective is to foster research and education. Another major aim is to provide a platform for communication and collaboration among its more than 2.600 members, as well as for practitioners and domestic or foreign institutions with similar objectives. Founded in 1921, the VHB is the leading scientific association for business studies in the German-speaking world (<http://vhbonline.org/>).

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Further Information

Title: Schmalenbach Journal of Business Research

Subtitle: Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung

Acronym: SBUR

ISSN: 2366-6153

Published from: 1 January 2021 with Volume 73 Number 1

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