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The Journal of Small Business Strategy is an applied research journal. Manuscripts should be written with the small business/entrepreneurship educator, small business consultant in mind. Both conceptual and empirically-based papers are encouraged, but they must have an applied focus. All papers must have a significant literature review, be properly documented, with citations from research-based works rather than popular press or web sites. Since JSBS is an applied research journal, each article should include a substantial "Discussion and Implications" section that details how the research findings are relevant for the journal's readers. Authors are discouraged from submitting manuscripts with extremely complex statistical analyses and/or a purely theoretical orientation. Case studies are acceptable if they contribute substantial to the understanding of small business strategy and include a significantly to the understanding of small business strategy and include a significant literature review that underscores the issues in the case. We do not accept teaching or pedagogical cases.

Articles that have a significant strategy orientation are of particular interest. However, we do also publish articles that may address functional or operational issues. Articles related to exporting or other international issues are acceptable. We have less interest in articles focusing on how small business compete in specific countries unless authors show that their results can be generalized to all small businesses. Articles that have a public policy focus are generally not appropriate for the Journal of Small Business Strategy.

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