

# NIDA BUSINESS JOURNAL

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### Aims and Scope

NIDA Business Journal (NBJ) is a double-blind peer-reviewed journal aiming at providing a national forum for effective communication of innovative research findings that contribute significantly to further the knowledge in business administration and its related field. Hence, the target audience consists of academicians, business administrators and practitioners, industrialists, researchers, students, and NIDA Graduate School of Business's Alumni. The journal is published in paper format and also online & open access at [www.nidabusinessschool.com](http://www.nidabusinessschool.com).

### Objectives

NIDA Business Journal (NBJ) promotes the diversity of author's origin and editorials. The scope encompasses an original research study relating to human resources, marketing, accounting, financial, operations management and development administration field of study.

NIDA Business Journal is currently published two issues per year, in May and November. A special issue is foreseen with a high degree of appropriateness. NBJ is operated by NIDA Graduate School of Business Administration, an AACSB accredited institution since 2013.

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Technology Media Co., Ltd.  
Tel: 0-2644-4555 Fax: 0-2644-6649