

# International Interdisciplinary Business-Economics Advancement Journal

(IIBA Journal)

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## **IIBA Journal: Volume 1- Issue 2 – Editorial**

The National Academies defines interdisciplinary research as “*a mode of research by teams or individuals that integrates information, data, techniques, tools, perspectives, concepts, and/or theories from two or more disciplines or bodies of specialized knowledge to advance fundamental understanding or to solve problems whose solutions are beyond the scope of a single discipline or area of research practice.*” The fields of business and economics are very suitable for interdisciplinary research. For this reason, we decided to develop and publish an international double blind peer reviewed journal - International Interdisciplinary Business-Economics Advancement (IIBA) Journal - to feature business and economics research that spans more than one discipline.

The International Interdisciplinary Business Economics Advancement (IIBA) Journal aims to publish new ideas, research and results concerning all aspects of Business and Economics, and to discuss the practical challenges encountered in the field as well as the solutions adopted. Hence, it will be a platform where numerous disciplines converge. For this reason, we invite scholars from different academic disciplines to collaborate with scholars from other disciplines, tackle issues to solve current and future problems, contribute to the body of knowledge and share their views and research findings. IIBA Journal also welcomes any conceptual papers in addition to contributions towards theory testing and development which will help future empirical studies.

It is with a great pleasure that we welcome you to the second issue of the IIBA Journal. This issue presents five excellent contributions. The first paper by Sunaina Kanojia and Sawaliya Priya attempt to unearth quality of corporate governance practices of Indian Banking sector and highlight whether the corporate governance practices of listed public and private sector banks are symmetric post subprime crisis. In the second paper, Mehmet Cihan Yavuz, Muzaffer Sumbul, Nuket Elpeze Ergeç, and Cetin Ibrahim Derdiyok conducted a qualitative analysis to assess various aspects of a city destination. On another dimension, the third paper by Weining Li, Jingyu Zhan, and Yuan Lu offers a theoretical model that examines strategic flexibility as an intermediate mechanism in the relationship between transformational leadership and firm performance. The fourth paper by Obed Rashdi Syed and Rosmini Omar attempts to conceptualize a holistic collaboration model that business schools could adapt and proposes method to develop collaborations with potential stakeholders. Last but not least, the fifth paper by Füsün İstanbul Dinçer, Mithat Zeki Dinçer, and Zehra Binnur Avunduk primarily focuses on the effective marketing strategies that should be considered by boutique hotels.

Please provide feedback for the articles that are published in IIBA Journal. We also invite you to submit an article for IIBA Journal.

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