We appreciate your interest in serving as a reviewer for the *Business Forum*! Please ***sign up in Scholastica for a free account*** to gain access and communicate your willingness to review to our editors. The free account will also allow you to submit articles and review for other journals that are utilizing this system.

*Business Forum*'s peer-review process is double blind. If you are assigned to review an article and believe that you identify any of the authors, please contact the editors immediately and excuse yourself from the review process.

**REVIEWER GUIDELINES**

You may be assigned a manuscript to review through your Scholastica account. In addition to rating the assigned manuscript and answering a few questions about the degree to which it satisfies the minimum requirements and suits our journal's mission, you will need to compose a short comment for the Editors and a more detailed comment for the author(s). To gauge a manuscript's readiness, please keep in mind that we expect to make a final decision after at most two review cycles.

In order to meet our turnaround commitment to the authors, the initial review is expected to be submitted within 20 to 30 days, and the follow-up review (if any) within 20 days. Your attention to this timeline and thoughtful commenting throughout the process will be highly valued by the author(s) and our journal's editorial team.

**Comments to the Editors**

Your comments to the Editors, if any, should briefly explain your rating of the manuscript in its current form and your recommendation (e.g., accept with minimal revisions that you do not need to re-review; revise and resubmit for another review; reject at this time). Please do not repeat your comments to the author(s) in this section, as all comments are visible to the editors.

**Comments to the Author(s)**

Your comments to the author(s) should be written in a collegial fashion, specifically appreciating what was done and providing meaningful developmental opportunities for the author(s). These comments should:

1) describe what you liked about the paper, and why;
2) state how the paper addressed the journal's mission and any special-issue themes or disciplinary expectations;
3) briefly assess the paper's stylistic merits (e.g., clear structure and conclusions; error-free writing; parsimonious logic and use of figures and tables; jargon-free writing for the general business practitioner);
4) briefly address the paper's intellectual merits (e.g., new ideas; novel treatment of old ideas; fit into current theory; insights from a literature synthesis; interesting application of research; accurate references; evidence-based argument);

5) briefly address the paper's applied contribution to the field (e.g., adequate and clear explanation of relevance to business practice; identified utilization or potential for improvement in practice; importance of stated application);
6) briefly summarize who would benefit from reading this paper the most and why (e.g., academics; practitioners; students; public at large);
7) detail your recommendations for improvement of the paper.

Your comments to the author(s) should NOT:

1) reveal your identity in any way;
2) contain any disparaging remarks;
3) allude to your recommendation to the Editors.

**Recommendation to the Editors**

Our review process is rapid, appreciative, and developmental in nature. When making your recommendation to the Editors and comments to the author(s), please keep in mind that the author(s) may have only one or two months to complete their revision for a specific issue of the journal.

In some cases when, in your professional judgment, the assigned manuscript would most likely not be accepted within two review cycles, please recommend rejection and specify the major flaws. However, if you believe that your main concerns may be adequately addressed in one revision, please outline the specific steps for improvement to help the author(s) earn your recommendation to accept the manuscript. If you decide that the manuscript can be accepted as is, with minor corrections that you do not need to review again, please detail what these corrections should be and why they are important to make.

Thank you again for your interest in being one of the reviewers for the *Business Forum*!