

Letter to Editor

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The Open Journal of Business and Management (OJBM) is a new international journal that focuses on the latest advancement in the study of business and management. Up to now, two issues have been published. The intention of the OJBM is to establish a broad platform for scientists and academicians all over the world. Therefore, the OJBM addresses all kinds of business and management research disciplines, e.g. accounting, finance, law, corporate governance, marketing or strategic management. Another main benefit of the OJBM is its open access for free on the internet so that the published articles will have a high recognition. Furthermore, the international editorial board with 25 members from the USA, Canada, UK, Germany, Greece, Spain, Italy, Afghanistan and Saudi Arabia illustrates the globalised business and management research.

The present issue 2 contains 4 most interesting articles. The first one (“An Empirical Investigation on Leadership Styles Applied for Global Brand Management of Multinational Organizations in the United States”) stresses that situational leadership style is the most dominant leadership style applied in global brand management using a sample of 370 in the United States. The study provides new insights of employee’s perception of leadership.

The background of the second study (“The Economic Effects Analysis of Imposition Anti-Dumping Duty and National Interests: the cases of particular towel industry from Mainland China”) is the trade liberalization and globalization strategies of the World Trade Organization. It is suggested that a COMPAS economic analysis model could be introduced to provide reference to determine

industry, injury economic factors and economic welfare effects. This strategy improves the implementation of public interest clause of anti-dumping regulation.

Then, the third manuscript (“The Theory of the Organization and the New Paradigms”) contains an exploration of new concepts of management science that have direct relevance to developing new organizational models. Starting with changing environment during the 1970s, this article claims the need to change to a new organization paradigm, which is illustrated in detail.

Finally, the last article of this issue (“Motivating Generation Y and Virtual Teams”) considers how team members can remain effective if members cannot engage in face-to-face interactions. The implementation of the concept of global virtual teams is of great importance in the last years. The descriptive study explores the motivational needs of Gen Y virtual team members and their impact in the workplace based on Herzberg’s two-factor theory of motivation. Based on a written survey the author states that Gen Y cohort placed great importance to both hygiene and motivator factors in their motivational needs.

I wish you most pleasure with the OJBM and our new issue. You are cordially invited to submit or recommend manuscripts to the OJBM. Please feel free to send us your comments and proposals for improvements. Please do not hesitate to contact us if you have any questions about the OJBM. You are more than welcome to keep us updated on the latest focuses of your academic interest and inquiries.

Thank you very much and best wishes.