

Editor's Introduction of a New Economics Journal: Expert Journal of Finance

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1. Introduction

As the Editor-in-Chief for *Expert Journal of Finance*, it is with a great pleasure to provide my first editorial for the first issue of this new finance journal. The objective of this editorial is to outline the strategy for *Expert Journal of Finance* and how it will be implemented.

Firstly, *Expert Journal of Finance* is an international, double-blind peer-reviewed, open-access journal for academics and practitioners of finance. This journal is for business managers, as well as for bankers, consultants, lawyers, academics, students and other professionals who need a solid and practical understanding of how business makes profit, cash flow from profit, the assets and capital needed to support profit-making operations, the cost of capital, and other pending financial issues of interest. Financial markets and institutions evolve in response to the desires, technologies, and regulatory constraints of the investors in the economy.

2. Objectives

Expert Journal of Finance aims to become a widely circulated journal that will be recognized as a leader in its field. This main purpose, has two other related objectives, namely that articles be both scholarly (i.e., conceptually strong and theory-driven) and managerially relevant for finance executives and practitioners.

We truly believe that for this journal to be a success, we have to undertake an ambitious outreach initiative for the journal to get more involved with practitioners and executives. It would broaden and deepen our understanding of finance. It would provide a context and perspective for contemporary practices and ideas for implementation. Without practical awareness, we have no baseline for evaluating the significance of new knowledge in finance.

Expert Journal of Finance has a two-stage review process in order to be accepted for publication. In the first stage, the online sent articles on finance are reviewed by one editor who will verify the reasoning of the paper and if the article fits the aim and scope of *Expert Journal of Finance*. Articles that do not concur to the journal's scope are rejected. In the second stage, the paper will be verified by at least one reviewer for detailed comments on how to improve the paper. In the peer review process of *Expert Journal of Finance*, the identities of the reviewers and authors remain anonymous. Even though, we just started our activity as a new journal, we managed to gather a team of finance experts that are willing to review received manuscripts on a voluntary and regular basis.

In order to fulfil the main objective of *Expert Journal of Finance*, there are a number of initiatives that require attention and implementation, such as:

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- openness to innovative research from all over the world,
- openness to different disciplinary approaches (behavioural, economic, statistical, quantitative, etc.)
- efficient online peer review process,
- fast and efficient of editorial decisions,
- development of citations and increasing the journal's impact,
- adequate revisions of the submitted articles,
- fast time to provide an answer to authors,
- quick dissemination of findings to a wide audience,
- promotion of accepted articles among various social media outlets,
- broaden the audience of authors and readership.

3. Content

The editorial policy of *Expert Journal of Finance* is very broad; it places few constraints on the topics of articles. However, there are certain fundamental questions that can further develop and extend financial research articles:

- How does expertise in corporate finance help a company become successful?
- How many features of the investment environment are natural responses of profit-seeking firms and individuals to opportunities created by the demands of these sectors?
- What are the driving forces behind financial innovation?
- Which are the recent trends in financial markets?
- How does the relationship between households and the business sector evolve in particular economies?

I believe that these questions will continue to be relevant in the years ahead. Thus, *Expert Journal of Finance* must attract and publish the best articles available across the entire spectrum of finance. Finally, it must value interdisciplinary work and the use of multiple research methods.

- (1) Empirical papers can serve as evidence of sustaining or refuting certain hypotheses that which should be clearly defined and answerable. With the use of quantitative methods, such finance articles can produce important general substantive findings, while emphasizing specific contribution to modelling methods.
- (2) Conceptual and theoretical papers should try to define and develop different finance concepts by providing relevant underpinnings in new disseminations from an academic perspective and a practical perspective. Such finance articles usually follow an argumentative pattern and are organised around the solution of a recognized problem.
- (3) Technical reports can consist of in depth *analyses*, data, trends, market share, and/or forecasts of events that take place in different industries or countries.
- (4) Case studies are highly encouraged and should reflect analysis of a manager, company, event or industry, while emphasizing certain learning objectives;
- (5) Teaching notes will be published in relation to case studies or as theoretical developments for management or general business lectures, meant to help educators and academics;
- (6) Book reviews should reflect analyses based on content of finance books, by providing subjective opinions and recommendations.

4. Emerging Topics

The *Expert Journal of Finance*'s content arises from the collective efforts of the intellectual community, so it is neither feasible nor desirable for the editor's personal preferences to influence the contents of the journal.

5. Call for More Submissions

The journal welcomes contributions from around the world that adopt new and interesting approaches in finance. Papers are invited from all research traditions that aim to enhance our conceptual understanding of the new 'territories' in finance. *Expert Journal of Finance* wishes to publish the best work

in finance as it is carried out in different subfields, and, in this way contributes to the further development of finance concepts. Please help us locate and disseminate such contributions for future issues and volumes of our *Journal*.

6. A Final Thought

The finance community is diverse in its approach to finance questions. However, as a reader or author, scholar or executive, all want to know more about the financial phenomena. I hope some answers surrounding today's ever expanding environment can be found in *Expert Journal of Finance*.

On behalf of the department editors and the submitting authors, we sincerely acknowledge our reviewers' service to the journal, and gratefully appreciate their contributions to our profession.