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STATEMENT OF PURPOSE

Advances in Business and Management Forecasting is a blind refereed serial publication published on an annual basis. The objective of this research annual is to present state-of-the-art studies in the application of forecasting methodologies to areas such as sales, marketing, and strategic decision

making (an accurate, robust forecast is critical to effective decision making). It is the hope and direction of the research annual to become an application- and practitioner-oriented publication.

The topics will normally include sales and marketing, forecasting, new product forecasting, judgmentally based forecasting, the application of surveys to forecasting, forecasting for strategic business decisions, improvements in forecasting accuracy, and sales response models. It is both the hope and direction of the editorial board to stimulate the interest of the practitioners of forecasting to methods and techniques that are relevant.

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