

## Call for Papers - *Purdue Agribusiness Review (PAR)*

The *Purdue Agribusiness Review (PAR)* is being relaunched as an open-access, judgment-oriented editorial review focused on the strategic, managerial, and organizational challenges facing the global food and agricultural system.

PAR is modeled more closely on publications such as *Harvard Business Review* and *MIT Sloan Management Review* than on a traditional academic journal. Rather than adjudicate theory or methods, its purpose is to help executives, managers, board members, and policy leaders make decisions more effectively. Authors should assume their reader is intelligent, busy, and skeptical.

### What We Are Looking For

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PAR will publish idea-driven essays that are structured around a *problem, tension, or decision*. We are not looking for a literature review or research summary. While we want to promote the high-level academic research conducted in our field, the core objective is to publish with a focus on clarity, relevance, and insight, rather than comprehensiveness or novelty for its own sake. Successful submissions typically do one or more of the following:

- Clarify a recurring managerial problem that is poorly understood or routinely mishandled
- Challenge a widely accepted assumption in agribusiness management or strategy
- Reframe a familiar issue in a way that changes how leaders think or act
- Translate rigorous research into clear managerial judgment without technical exposition

### What PAR Is Not

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- Not a peer-reviewed academic journal.
- Not a venue for unpublished empirical papers.
- Not a consulting white paper.
- Not a platform for advocacy or promotion.

### Recommended Article Structure

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Submissions should generally follow the structure below. Authors are encouraged to use headings that make this logic explicit.

1. *The Problem or Tension*
  - Open with a concrete managerial challenge, paradox, or decision that real leaders face. Avoid generic framing or abstract motivation.
2. *Why This Is Hard (or Misunderstood)*
  - Explain why this issue persists. For example, does it persist because of organizational incentives, cognitive bias, structural constraints, legacy practices, or market realities?
3. *What We Know (and What We Don't)*
  - Draw on research, experience, or evidence selectively to inform judgment. This is not a literature review. Citations are welcome but should be used sparingly and strategically.
4. *Managerial Implications*
  - Articulate what leaders should do differently, stop doing, or reconsider. We aren't looking for a generic checklist. We want to advocate for better thinking.
5. *What to Watch Going Forward*
  - Close by identifying risks, tradeoffs, or signals leaders should monitor as conditions evolve.

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### Style and Length Guidelines

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- *Length*: 2,000–3,000 words
- *Tone*: Clear, direct, and thoughtful; written for an informed managerial audience
- *Style*: Minimal jargon; no equations; limited figures or tables
- *Citations*: Use only when they materially improve judgment.

### Review Process

Submissions are reviewed editorially rather than through anonymous peer review. Editors will focus on:

- Clarity of the problem framing
- Quality of insight and judgment
- Relevance to real decision-makers
- Fit with PAR's editorial mission

Accepted pieces may undergo substantial editorial revision in collaboration with the author.

### Submission and Timeline

Submissions are accepted on a rolling basis for quarterly publication. Authors invited to revise will receive detailed editorial guidance.

To express interest or submit a manuscript, please contact Erin Robinson, Managing Editor of the *Purdue Agribusiness Review*. [erobin@purdue.edu](mailto:erobin@purdue.edu)

### Final Note to Authors

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PAR is building a durable platform for applied thinking in agribusiness. We are selective by design. Submissions that resemble research summaries, literature reviews, or opinion pieces without analytical grounding are unlikely to be accepted. If you have an idea that would make a senior leader pause, rethink a decision, or see a problem differently, we want to hear from you.