



Michael C. Sturman

A Call for Special-focus Issues

From the Editor

In our efforts to deliver high-quality content to our audience, *Cornell Quarterly* usually publishes articles on a variety of topics. We seek not only to cover issues in depth, but we try to ensure that our issues include a variety of content areas (e.g., marketing, strategy, human resources, operations, finance). Most issues of the journal, like this one, cover diverse topics, but we sometimes publish special-focus editions that carry several articles on a specific theme (e.g., the October 2001 *Cornell Quarterly* focused on hospitality law). The purpose of this editorial is to call for ideas for future special-focus issues. Specifically, I want to solicit proposals from our readers and potential authors for specific themes that they would like to see addressed in future *Cornell Quarterly* issues.

Since becoming editor, I have compiled two special-focus issues: "A Year Since September 11" (October 2002) and "Research and Research Methods for Hospitality" (April 2003). Such special issues allow us to provide both breadth and depth in covering specific industry-critical areas by a wide range of authors, and for which there may be different or opposing perspectives. While special-focus issues can be produced only occasionally (I envision one or two special-focus issues per six issues), I nonetheless feel that they are a valuable tool to deliver a lot of important information to readers in one place and at the same time offer an interesting contrast across issues within a given year.

I truly enjoyed putting together the two special-focus issues that appeared during the last year. However, I fully acknowledge that I am but one person with a specific background, training, experience, and biases. Therefore, I do not feel that I am the only one qualified to conceptualize appropriate themes for special issues. I thus take this opportunity to request feedback from you, readers, regarding special

topics that should be addressed in future issues of *Cornell Quarterly*.

Individuals who have specific ideas may call (607-255-5383) or e-mail me (michael.sturman@cornell.edu). I will consider all suggestions, and for those that I feel have particular promise, begin soliciting feedback from *Cornell Quarterly's* editorial board. Even better, I am particularly interested in receiving formal proposals. While I will not go so far as to draft specific proposal guidelines, individuals can provide me with information on the topic they are proposing, the relevance of the topic, why they think it is a good fit for *Cornell Quarterly*, and a list of possible articles and contributors. It is not necessary that such a list be able to fill an entire issue. For any special-focus issue, a call for papers will be published in *Cornell Quarterly*. Not all articles for a special issue will be necessarily invited, and all potential contributors will be given a fair opportunity to write articles for any special topic that is announced. Nonetheless, providing specific ideas for a special issue, and specific ideas of papers and contributors, may be the most likely avenue for creating such an issue.

Part of my goal as editor is to ensure that the journal meets the needs and desires of our target audience, namely, managers and executives in hospitality. Publishing special-focus issues helps to achieve this goal by providing an in-depth treatment of particular areas of interest and concern. Also, by issuing a call for special-focus topics, I hope to get readers participating actively in *Cornell Quarterly's* mission. To date, I have had some informal feedback on this idea, with some possible ideas for special-focus issues, including information technology, restaurant management, and international hospitality. I am looking forward to hearing from others as to what additional ideas could be addressed in depth.—M.C.S.