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The scope of Jinnah Business Review mainly includes following research areas:-

Management

- i Strategic Management
- ii Corporate Governance
- iii Change Management
- iv Leadership

Finance

- i Corporate Finance
- ii Financial Markets
- iii Behavioral Finance
- iv Risk Management
- v Accounting and Auditing
- vi Investment

Human Resource Management

- i Strategic HRM
- ii HR Practices
- iii Organizational Behavior
- iv Performance Management System
- v Organizational Development

Marketing

- i Strategic Marketing
- ii Brand Management
- iii Advertising and Promotion
- iv Services Marketing
- v E-marketing
- vi Consumer Behavior

Economy and Economics

- i Microeconomics
- ii Macroeconomics
- iii Monetary Economics
- iv Price and Policy Analysis
- v WTO, Trade and Trade Analysis