# **ARTICLE TITLE**

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**Abstract**

**Purpose**: The objective of this study was to identify the profile of academic research on blended learning in the world and propose a research agenda for the topic.

**Theoretical framework:** Recent literature has reported good results in both student performance and satisfaction in blended learning (Dziuban et al., 2015). However, there is still much to investigate and learn about BL because it is a recent development.

**Design/methodology/approach:** We analysed the profile of international publications on blended learning in management and business from 2001 to 2024. We identified when, who, where and what was published on the subject, singling out the authors and journals with the greatest impact based on the h-index and CiteScore (Scopus), as well as exploring the cooperation between countries.

**Findings:** The volume of research has been increasing over the past twenty years, although there are only a few authors, institutions and reference journals contributing to the topic’s consolidation and the countries conducting the most joint research in co-authoring networks account for the largest volume of publications, authors, and impact journals.

**Research, Practical & Social implications:** We suggest a future research agenda and highlight the contributions made to executive and management education.

**Originality/value:** The results indicate that the number of publications is growing, and the management and business area is the one that contributes the most, with the countries that produce in co-authorship also providing the most publications.

**Keywords:** Blended learning; Management education; Executive education; Bibliometric analysis; Management and Business Education.

**JEL Classification:** M10, M12, M15, M19.

**Authors’ individual contribution:** Conceptualization — H.H.F.; Methodology — H.H.F.; Formal Analysis — H.H.F.; Investigation — H.H.F. and W.K.; Data Curation — H.H.F.; Writing —Original Draft — H.H.F.; Writing — Review & Editing — W.K., and H.H.F.; Visualization — H.H.F.; H.A.H. & G.A.K.A.; Supervision —W.K., and H.H.F.; Project Administration —H.H.F.

**Declaration of conflicting interests: The Authors declare that there is no conflict of interest.**

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**General Note:**

1. The appropriate length would be 150-250 words and It is preferable that the “Abstract” contains 1-2 in-text citations of the sources mentioned in the list of references that the research is based on or that the research contributes to.
2. The paper should be divided into clearly defined and numbered structural parts (1. Introduction, 2. Literature review and Hypothesis Development, 3. Research Methodology, 4. Results, 5. Discussion of Results, 6. Conclusion.); each subsection should be numerated as well. Please, adjust your titles of the sections.
3. **“Introduction**” section Condition that it includes the following elements: Background; Justification and problem statement. The text of the introduction should be continuous, without being divided into sub-titles. Also, add one more paragraph describing in detail the general structure of the paper. (e.g., The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 analyses the methodology that has been used to conduct empirical research on...)
4. **“Literature Review and Hypothesis Development**” sectionit is important to add a few more references of the recent years (2019-2024) to make the paper more citable.
5. “**Methodology**” section should also contain description of alternative methods that would be suitable for conducting the research.
6. The “**Results**” section should also include discussions (at least 5-7 sentences). If more, please separate it as a structural part.
7. We recommend specifying more deeply why is important for future research (section “**Conclusion**”) and whether there are some limitations of the research. Also, in this section The text of the should be continuous, without being divided into sub-titles.

**Editorial Note**

1. The length of the paper should amount to no more than 8,000 words.
2. Add at least 3 JEL classification codes for your research. You can use the link: <https://www.aeaweb.org/jel/guide/jel.php>
3. The (APA) method is relied upon for citing sources in the manuscript, and the use of (MENDELEY) software is required. The number of sources should not be less than 30 and should not exceed 60.
4. To facilitate the transparency of the authors’ contribution since January 2024 Journal of Economics and Administrative Sciences approves a decision about the “Credit” taxonomy of contributor roles. Doing so, we ask our authors to use this taxonomy when providing an Author Contributions section for research papers. With reference to recent paper by Brand et al. (2015), we provide the taxonomy. Also, we provide an example of a recent Author Contributions section reorganized to use this format.

For Example:

**Authors’ individual contribution:** Conceptualization — H.H.F.; Methodology — H.H.F.; Formal Analysis — H.H.F.; Investigation — H.H.F. and W.K.; Data Curation — H.H.F.; Writing —Original Draft — H.H.F.; Writing — Review & Editing — W.K., and H.H.F.; Visualization — H.H.F.; H.A.H. & G.A.K.A.; Supervision —W.K., and H.H.F.; Project Administration —H.H.F.

**Declaration of conflicting interests: The Authors declare that there is no conflict of interest.**

1. It is recommended including Acknowledgements that recognize the importance of contributions made by other researchers to the paper submitted (that have not been included in the paper authorship) or organizations (universities, grants numbers, etc.) which provided funds for conducting the research (if any).
2. **Figure and Table:** Authors are asked to take particular care when embedding figures. All figures should be legible (very good resolution) and should be interpretable even if a black-and-white version is reproduced.



**Figure 1:** Elucidation of the NBAA IFR flight profile.

**Source**: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

**Table 1:** Table font is Times New Roman, 11-point size.

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| **Statistics** | **Variable** |
| **Maximum** | **Minimum** | **Standard deviation** | **Average** |
| 5/00 | 1.00 | 87/0 | 90/3 | Innovation |
| 5/00 | 1.00 | 81/0 | 92/3 | Quality |
| 5/00 | 1.00 | 99/0 | 88/3 | Customer Relationships |
| 5/00 | 1.00 | 80/0 | 04/3 | Brand values |

**Source**: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

1. Font size (12), font type (Times New Roman), line spacing according to the format shown in the pictures:

