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The main purpose and goal of this journal is to synergize sociological imagination in the 21st century toward a critical understanding of new social and cultural forces that call for scientific interpretation and analysis of facts and values. Specifically, it seeks to:

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- Foster interdisciplinarity as a vehicle of scientific dialogue and communication toward a better world;
- Promote analytical research and inquiry in socio-cultural aspects of human conditions that warrant scientific interventions;
- Sociological inquiry and research;
- Sociology and innovation.

These three main objectives may be further broken into a broad range of aspects and issues that fall within the encyclopedic scope of sociological inquiry and research. The Journal also publishes: 1) Short reports—2-5 page papers in which an author can either present an idea with a theoretical background but has not yet completed the research needed for a complete paper, or preliminary data; 2) Book reviews—Comments and critiques.

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