

# NSHM Journal of Management Research and Applications

*Bi-annual Peer Reviewed Journal of Management*

---

## About the Journal and Call for Papers

### **Mission:**

As part of its commitment to promote research and publication in all areas of management, the *Business Research and Information Cell* at NSHM Business School is introducing a bi-annual refereed journal, *NSHM Journal of Management Research and Applications (NJMRA)*. The objective of NJMRA is to present current research and ideas in the field of management in a lucid format accessible to both the academia and industry. The journal is also expected to act as a platform for industry professionals to share their best practices.

NJMRA invites original research-based papers, articles, book reviews and management cases on topics of current concern in the areas of management, development economics and related social sciences. It looks for conceptually sound and methodologically robust articles that harness and extend knowledge on all domains of management through empirical work or by building on existing concepts, and draw out the implication of the research for practitioners. The section on practices on the other hand is expected to extend the knowledge of the academic researchers in this discipline. Consequently, we expect the articles to have the potential to advance both management theory and practice through this bilateral exchange and synthesis of ideas and information.

### **Frequency:**

The journal will be published twice a year in the months of June and December.

### **Readership:**

This Journal is a forum for academicians, business leaders, policy makers, researchers and students to exchange and discuss ideas, to reflect on experiences and approaches, and to strengthen the spirit of cooperation and collaboration between industry and academia. It will be a perfect portal for presenting and discussing research findings and current practices pertaining to various facets of innovation to achieve competitive advantage.

---

Business Research and Information Cell, NSHM Business School, Kolkata.

## Content Mix:

In view of the broad spectrum of readership, NJMRA invites contributions to any of the various sections of the journal:

- ? Conceptual Papers.
- ? Empirical Research Papers.
- ? Articles on Management Practices.
- ? Perspectives.
- ? Book Reviews.
- ? Case Studies.

Some of the suggested themes on which contributions would be welcome are articles in the fields of general management, corporate strategy, policy and governance; finance, control and corporate laws; public policy; IT and systems; marketing; OB/HR; technology and manufacturing; and related areas like economics, sociology and other social sciences. Articles that consist of literature surveys or descriptions of practices in a particular field will also be considered. Industrialists, CEOs and entrepreneurs may also submit articles on management practices which enable them to share their experiences in exploring new and under researched areas in management.

## Review Process:

NSHM Journal of Management Research and Applications is a refereed journal. All manuscripts submitted for publication would be screened by the editorial board for relevance to the Journal. They would then be put through 'double blind review process' that may normally take four to six weeks. Manuscripts accepted for publication will have to be edited to suit the Journal's format.

Wherever possible, reviewer's feedback will be provided. Published manuscripts are exclusive copyrights of NSHM Journal of Management Research and Application.

Academicians and practitioners are encouraged to share their work through the various features of the journal described in the section on "Content Mix". To be considered for publication in the Inaugural issue of April 2009 of NJMRA the *deadline for paper submission is 31<sup>st</sup> Mar 2009.*

## ✍ Guidelines for Contributors:

Papers should not exceed 10,000 words including charts, tables and other annexures.

An abstract not exceeding 200 words should be included in the beginning of the paper, followed by key words. The number of keywords should be restricted to a maximum of ten.

Manuscripts should have 1.5 line spacing.

Author's name, designation, institutional affiliation etc. should be mentioned only on the cover page. Author's identity should not be mentioned anywhere else in the paper.

Only those sources that are cited in the text should be mentioned in the reference list. References should be listed as per the standard norms.

If a contribution is accepted for the sections on Conceptual Papers / Empirical Research Papers / Articles on Management Practices / Case Studies then the author will be paid an honorarium of Rs. 3,500. In case of Perspectives / Book Reviews the honorarium will be Rs. 1000. Authors will also receive a complimentary copy of the issue of NJMRA in which the article is published.

## ✍ Correspondence:

Manuscripts along with a covering letter *addressed to*, Prof. Santanu Ray, Chief Editor, NSHM Journal of Management Research and Applications, must be submitted in MS Word or PDF format by e-mailing to Dr. Rajlakshmi Mallik, Editor, at:

[rajlakshmi.mallik@nshm.com](mailto:rajlakshmi.mallik@nshm.com)

**Chief Editor**

*Prof. Santanu Ray*

**Editor**

*Dr. Rajlakshmi Mallik*

**Associate Editors**

*Prof. Shampa Chakraberty*

*Dr. Ramakanta Patra*