BHU MANAGEMENT REVIEW

BHU Management Review

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Vol. 9, Issue-2, July - Dec. 2021



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Call for Papers, Copyright Form, Author's Guidelines



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Call for Papers

Dear Prospective Contributors,

Greetings from Institute of Management Studies, Banaras Hindu University, Varanasi (INDIA).

Banaras Hindu University, founded by the Great visionary, Pt. Madan Mohan Malaviya in the year 1916, is currently celebrated its Centennial Year. Over the years, the University has contributed tremendously for the development of human society. The University, spread over 4000 acres of land in two different campuses, comprises 6 institutes, 16 Faculties and near 140 academic teaching departments. It offers a number of programs ranging from science and technology to music, mountaineering, flying etc.

Management education started in the University in the year 1968. It got gradual elevation through Department of Management Studies to Faculty of Management Studies and finally got upgraded to Institute of Management Studies in the December 2015. We are celebrating Golden Jubilee of our services in the field of management education. Over the years, it has produced more than 5000 management graduates who are currently holding senior managerial positions in reputed public and private sector organizations across the globe, or serving as government officers of higher ranks and also groomed successful entrepreneurs.

The core strength of the Institute is its dedicated highly skilled faculty, which is the backbone of the institute. Over hundred doctoral researches on a variety of topics under management discipline, besides, sponsored live projects and consultancy assignments have been undertaken by the institute. Recently, the institute has started Atal Incubation Centre with the support of NITI Aayog, Government of India.

It is our proud privilege and pleasure to inform you that the Journal of the Institute entitled 'BHU Management Review: A Refereed and Peer Reviewed Journal of Contemporary Management Research (ISSN2231-0142)' is having publishing frequency of twice in a year. BHU Management Review is a research journal of Contemporary Management Research and is intended to facilitate academicians, management thinkers, experts, professionals, practitioners, researchers and students to share their knowledge and experience.

It endeavors to publish results of research work in various business and management domains including multidisciplinary research comprising: Research Papers, Case Studies, Corporate Experiences, Book Reviews, Current business developments etc. We take this opportunity to cordially invite you to contribute thought provoking and unpublished research paper to publish in the journal.

The Journal is bi annual. Authors are requested to send either hard copies or soft copy of their research papers as per guidelines specified. The hard copy of the manuscript should be send to The Managing Editor, BHU Management Review, Institute of Management Studies, Banaras Hindu University, VARANASI-221005 and soft copy can be submitted to email address: bhumanagementreview@fmsbhu.ac.in.

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We shall be thankful, if you could circulate this information among your colleagues and research scholars and motivate them to contribute their research papers interested in research and publications.

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Review process:

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About the University:

Banaras Hindu University is an internationally reputed temple of learning, situated in the holy city of Varansai. The creative and imposative University was founded by the great nationalist leader, Pt. Madan Mohan Malaviya, in 1916. It played a stellar role in the independence movement and has developed into the greatest centre of learning in India. It has produced many great freedom fighters and builders of modern India and has immensely contributed to the progress of the nation through a large number of renowned scholars, artists, scientists and technologists who have graced its portals.

The area of the main campus of this premiere Central University is 1300 acres, which is the second largest in the World, having well maintained roads, extensive greeneries, a temple, an airstrip and buildings which are an architectural delight. Another campus of the University is coming up at Barkachha, in Mirzapur District, covering an area of 2800 acres. The university comprises 5 Institutes, Indian Institute of Technology-BHU, 16 Faculties, and 140 Departments spanning a vast range of subjects periaining to all branches of humanities, social science, science, technology, commerce, management, medicine, performing arts and visual arts. It has 4 centres of Advanced Studies and several departments specially assisted by the UGC. It has a large number of specialized research centres.

Banaras Hindu University is virtually 'The Universe in Microcosm'

About the Institute:

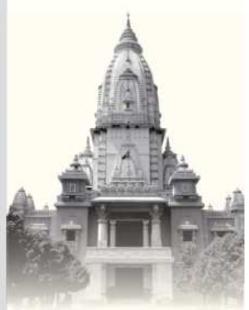
The University was achieving another milestone towards materializing the dreams of its great founder, Pt. Madan Mohan Malaviya when it started Post Graduate and doctoral Program in Management in the late 1960. It started as a Department in the Faculty of Commerce. Envisaging the increasing need for imparting quality management education and research, the University transformed the Department of Management Studies to an independent Faculty of Management Studies in the year 1984 and was upgraded to Institute of Management Studies in 2016. Dedicated efforts were made to run innovative and need based Programs for the corporate world under the dynamic leadership of professors of national and international repute. With continuous revision and innovation, the Institute has always been grooming managers capable of handling complex business operations of the day and future. During the last four decades, the university character out near 5000 bright and dynamic managers who are currently holding prestigious positions in the corporate world across the globe.

Recognitions:

- NITI Aayog has sanctioned Atal Incubation Center to the Institute. (AIC Mahamana Foundation for Innovation and Entrepreneurship—IM-BHU).
- DRS Phase II SAP (Special Assistance Program): Faculty got the honour of being
 included in the Special Assistance Program of the UGC (DRS- Phase II) of University Grants
 Commission (Thrust area Social Innovation & Entrepreneurship Development in India).
- · Allahabad Bank Chair Professor in Management
- Quality Improvement Program Centre: FMS-BHU is one of the Quality Improvement Program Centres sponsored by AICTE for conducting short term training programs for teachers of management institutions approved by AICTE.
- Host Institution for National Doctoral Fellowship in Management: AICTE approved the Faculty as Host Institution for National Doctoral Fellowship in Management.
- Entrepreneurship Development Cell: All India Council for Technical Education (AJCTE)
 approved and sponsored the Entrepreneurship Development Cell for carrying out research and
 training activities to inculcate the spirit of entrepreneurship among the youngsters.
- Industry Institute Partnership Cell: All India Council for Technical Education (AJCTE) approved and sponsored the Industry-Institute Partnership Cell for carrying out consultancy and provide training for executives from business organizations and strengthen linkage with the corporate world.

Over a half dezen research projects sponsored by various external agencies such as AICTE, UGC, ICSSR stc. are either running or successfully completed. We are living in a world where the management education is gaining momentum. Skills of professional management makes career oriented younger generation more confident and successful in achieving their dreams. Organizations also require professional hands blended with management skills to carry out their future growth plans. In the present scenario, at IM—BHU, we understand that the responsibilities and challenges before management institutions in general and that too of our Institute, being one of the Premier Management Institution in the country in particular, we are continuously striving for achieving greater heights.

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