



## BHU MANAGEMENT REVIEW

A Refereed and Peer Reviewed Journal of Contemporary Management Research

# 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 multi-disciplinary 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: [bhumanagmentreview@fmsbhu.ac.in](mailto:bhumanagmentreview@fmsbhu.ac.in).

**Submission Deadline:** Open throughout year, however, paper submitted upto 30<sup>th</sup> June will be part of First Issue and papers submitted upto 31<sup>st</sup> December will be part of Second Issue.

**Publication Charges:** Nil

*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.*

With profound regards,

**Ashutosh Mohan**  
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**P.S. Tripathi**  
Editor-in-Chief  
Dean & Head



# BHU MANAGEMENT REVIEW

## Author's Guidelines

- (a) The manuscripts should normally not exceed 20 (A 4 Size) pages, margin 1 inch in all sides including figures and tables, typed in 1.5 space in 12 - point – preferably- in Times New Roman font
- (b) Research paper / article should be submitted in the form of MS Word file through e-mail.

(c) The cover page of the article should contain:

- (I) Title of the article (in bold)
- (ii) Name(s) of authors
- (iii) Professional affiliation
- (iv) Address of correspondence and Email Kindly note the authors name should not be mentioned in any other page.

(d) The second page should contain

- (I) title of the article (Time New Romans 16, in bold)
- (ii) an abstract of the paper in about 200-250 words (Times Roman 10-point type & single spacing).
- (iii) keywords should be provided which encapsulate the principal topics of the paper.(3-5 key words)

(e) The manuscripts may contain footnotes /end note. References should be placed at the end of the paper and arranged alphabetically.

(f) References must be given in alphabetical order and typed on a separate page, single-spaced, at the end of the paper in APA style.

(g) All Figures (charts, diagrams and line drawings) and Plates (photographic images) should be submitted in electronic form. They should be of clear quality, in black and white and numbered consecutively

(h) Tables should be typed and included as part of the manuscript. They should not be submitted as graphic elements.

- (I) Mathematical expressions, figures and charts should be presented in a way that will be easily printable. Tables and diagrams should be numbered consecutively and included in the text. Source must be mentioned below the table.

(j) Please check your manuscript for clarity, grammar, spellings, punctuation, and consistency of references to minimize editorial changes.

(j) The editorial team has the right to modify or edit the work in order to match the standard and style requirement of the journal.

(k) The following format should be used for referring books, articles in journals, electronic documents etc

<b>Journal article:</b>	Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. <i>Title of Journal</i> , xx (XX), xxx-xxx.
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NOTE: The journal title and the volume number are in italics. The issue number in parenthesis is in regular type.

<b>Book</b>	Author, A.A. (Year). <i>Title of work</i> . Location: Publisher.
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### Editorial Procedure :

The Editors reserve the right to reject/ return to the author(s) any manuscript that in their opinion is not suitable for publication in BHU Management Review, without expressly stipulating the reasons for doing so. In case of major/minor revisions, the possible suggestions will be provided to author(s) for resubmission and review of paper. Under no circumstances will the identity of the reviewer(s) and referee(s) be disclosed to the author(s) or to any other third party not involved in the editorial process.

### Review process :

Research Papers/Articles received will immediately be put before the editorial committee for initial review. **The submitted paper will be checked for Plagiarism and similarity of more than 15 percent will led to decision for rework for the submitted paper.** The selected papers will be sent to two reviewers for their opinion with a request to pass on the same in four week's time or less. An effort is made to publish a paper duly recommended by a reviewer within a period of two to six months.

Correspondence and proofs for correction will be sent to the first author unless otherwise specified. The article will be published after receipt of the corrected proofs from the authors.

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### Submission Instructions:

The Articles/Research papers sent to :

The Managing Editor, BHU Management Review, Institute of Management Studies (Faculty of Management Studies), Banaras Hindu University (BHU), Varanasi - 221005

**Email id:** bhumanagementreview@fmsbhu.ac.in