

# Periyar Journal of Research in Business and Development Studies

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Periyar Journal of Research in Business and Development Studies  
(PJOBDS) Bi-annual e-Journal

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## Constitution of Journal:

Editor-in-Chief: Dr. Susheel Chhabra, Director I/c, PMCC, Delhi

Editor: Dr. Avinash Kaur, PMCC, Delhi

## Description

Periyar Journal of Research in Business and Development Studies (PJOBDS), peer-reviewed and published bi-annually, is committed to publishing scholarly empirical and theoretical research applicable in the contemporary business and development environment. PJOBDS encourages new ideas or new perspectives on existing research. Manuscripts that are suitable for publication in PJOBDS cover domains such as business strategy and policy, marketing, entrepreneurship, human resource management, organizational behavior, organizational theory, and research methods.

## Mission

The mission of PJOBDS is to publish empirical research that tests or builds management theory and have significant contribution in the field of management. PJOBDS welcomes research contribution in qualitative and quantitative forms or a combination of both. For manuscript to be published in PJOBDS, it needs to make a strong and significant impact both for corporate and academic institution. Thus PJOBDS is not limited to a particular discipline but it focuses more on the value addition in the field of management and its application for development.

## Aim and Scope

The Journal publishes original material concerned with all aspects of applied management. It is devoted to developing the core understanding of applied management. The journal publishes

research that is designed to appeal to scholars, with implications within and across papers that are relevant for practicing managers.

Published papers reflect the judgment of journal editors, who draw on the opinions and expertise of the journal's editorial board as well as additional reviewers when needed. Editorial comments, invited papers on practices and developments in applied management, and comments from readers on published papers or current issues appear from time to time as warranted by new developments.

Overall, the PJRBDS provides a forum for advancing management theory and practice. The journal publishes research on a wide range of topics. The journal welcomes theoretical and empirical research using any methodology that is relevant for its questions and research setting.

### **Journal Coverage**

**The journal focuses on the following areas:**

#### **Strategy and Entrepreneurship**

Entrepreneurial Activity and Economic Growth  
Challenges for Micro Small and Medium Enterprises  
Strategic Issues for Hi Tech Entrepreneurial Ventures  
Globalization and Strategic Management  
Social Entrepreneurship  
Special Economic Zones

#### **Human Resource Management**

Leadership  
Human Resource Planning  
Global HRM and Workforce Diversity  
Work Life Balance  
Strategic Issues in HRM  
Talent Management  
Employee Relations and Conflict Management  
Stress Management  
Change Management  
HR Accounting and Audit  
Employee Branding

#### **Finance and Accounting**

Capital Markets and Asset Pricing Anomalies  
Insurance and Banking  
Corporate Restructuring  
Role of FII and FDI

Investors Behavioral Biases  
Micro Finance and Financial Inclusion  
Financial Reporting in Globalized Environment  
Earnings Management and Forensic Accounting  
Corporate Governance

### **International Business**

Trade Strategies in New World Order.  
Infrastructure Financing  
India's Foreign Trade and Policy  
WTO Issues and Challenges  
Foreign Exchange Markets  
International Advertising  
Multi Model Transportation  
Transfer Pricing Issues  
International Accounting

### **Marketing Management**

Consumer Behavior  
Advertising  
Retailing  
Service Marketing  
Rural and Agricultural Marketing  
Branding  
Customer Relationship Management  
Online Marketing and E-Commerce  
Green Marketing

### **Economic Trends**

Macroeconomic Environment and Policy  
Competitive Policy and Regulatory Issue  
Regional Economic Development and Issues  
Fiscal Policy at Central, State and Municipal Level

### **Call for Papers**

### **Important Dates (January-June Issue)**

Submission of Manuscript	On or Before 31 <sup>st</sup> March
Notification for Revision	Within fifteen days after submission, April 15
Final Acceptance	Within 30 days, May 15
Date of Publication	June 1-30

### **Important Dates (July-December Issue)**

Submission of Manuscript	On or Before 30th September
Notification for Revision	Within fifteen days after submission, October 15
Final Acceptance	Within 30 days, November 15
Date of Publication	December 1-31 <sup>st</sup>

### **Guidelines for Contributors:**

The submissions can include empirical research, conceptual models, theory building, innovative methodologies and applications, case studies and book reviews. The cover page should contain title of the paper, author's name, designation, official address, contact address, phone/fax numbers and e-mail address of all authors.

An Abstract must be included in the manuscript and should be between 100-150 words, precisely summarizing the mission and objective of the manuscript. Following the Abstract, a list of 5-10 keywords should be included in the manuscript.

Manuscripts should include a thorough literature review and adequate reference citations (20-25) to support the arguments and methodology of the research study (manuscript should include approximately 25-30 references to assert a high level of rigor). The manuscript should not contain footnotes. Endnotes will be placed at the end of the manuscript following the list of references. References should be cited at the end of the manuscript in alphabetical order by author's name. Subheads should not be numbered. All subheadings are required to be formatted in bold and 14pt text. For compiling manuscript submissions, APA style (<http://www.apastyle.org/pubmanual.html>) is highly recommended. The APA style manual 'frequently asked questions' and 'helpful tips' may also be found at: [www.apastyle.org/faqs.html](http://www.apastyle.org/faqs.html) and [www.apastyle.org/previoustips.html](http://www.apastyle.org/previoustips.html).

The paper length should be kept between 2,000 to 5,000 words including figures and tables, single-space in 12 point Times New Roman font in (A-4) size format with 1.5 inch margin on all four sides. Number (in Roman Letters) and caption all exhibits, charts and tables. All pages should be numbered consecutively.

Manuscripts should be submitted grammatically and stylistically adequate. It is required that manuscripts be submitted as a copy edited and proofread document, including proper use of the English language, proper grammatical structure, and correct spelling and punctuation.

The submissions must be original, unpublished, and not under the review of any other publication. It is the author's responsibility to obtain permission of copyright issues where ever required. The Editor will forward a warranty agreement that requires confirmation that the manuscript is original and has not been submitted for potential publication or previously published elsewhere. All copyrights, including translation of the published material into other languages, are reserved by the publisher.

All manuscripts undergo a double-blind peer-review process by Editorial Review Board. The review process will take approximately 1-2 months and the corresponding author will be notified concerning the possibility of publication of the manuscript as soon as the review process is completed.

The manuscripts should be sent to Editor in MS-Word format only at [avibhayana@gmail.com](mailto:avibhayana@gmail.com) / [pmccdelhi@gmail.com](mailto:pmccdelhi@gmail.com)

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