



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade by NAAC in 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (CPE)

Ranked 65th in NIRF 2023 by the Ministry of Education, Government of India

#163, Brigade Road, Bengaluru - 560025, Karnataka, India

SJCC MANAGEMENT RESEARCH REVIEW (SJCC MRR)

(ISSN: 2249-4359)

**A Bi-Annual Double-Blind,
Peer-Reviewed,
Open Access
Refereed Journal**



CALL FOR PAPERS

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About the Institution:

St. Joseph's College of Commerce (SJCC) was formerly a part of St. Joseph's College, established in 1882, and is managed by the Bangalore Jesuit Educational Society (BJES). The Commerce Department was established in the year 1949, and it became an independent college with its building on Brigade Road in the year 1972.

The college has in its vision a model for higher education which encourages individuals to dream of a socially just world and, in its mission, a strategy to empower individuals to realize that dream. To impart quality education in the field of Commerce and Management, the college has been innovating in all aspects of higher education over a long period. These innovations were further bolstered with the granting of autonomous status to the college by UGC in September 2005. From then on, the college has taken the lead in reforming curriculum and syllabus, examination and evaluation pattern, and teaching and learning methods through the Board of Studies, the Academic Council, and the Governing Council, composed of eminent academicians, industry representatives, and notable alumni.

The college has undergone four cycles of NAAC accreditation starting from the year 2000, in which it secured 'five stars', next in the year 2007 an 'A' grade; in the year 2012, again an 'A' grade; and recently in February 2021, an 'A++'. It is one of the very few institutions in the country to have secured an A++ grade in the fourth cycle under the Revised Accreditation Framework (RAF) and the first college in Karnataka to do so. The college was declared a 'College with Potential for Excellence' in the year 2010. In 2010 SJCC was recognized as a Research Centre by Bangalore University.

The college has been ranked 65th in the National Institutional Ranking Framework (NIRF) ratings of the Ministry of Education, Government of India, in 2023, and it has been the only college from Karnataka to make it consistently to the top 100 in the country.

About the SJCC MRR:

The SJCC Management Research Review - SJCC MRR (ISSN 2249-4359) is the flagship Journal of the St. Joseph's College of Commerce (Autonomous), Bengaluru, and is brought out through its Research Centre.

SJCC MRR is a double-blind peer-reviewed, open-access refereed journal for delivering original, quality, and contemporary research findings in the field of management and business studies. The journal is indexed in Google Scholar, j-Gate, and i-Scholar, and each paper is given a Digital Object Identifier (DOI) number

It welcomes original research articles, case studies, book reviews, short comments on diverse issues, and solution-oriented findings in studies of management and business studies. A unique feature of this journal is that we also accept manuscripts communicating to a broader audience about research projects financed by national and international funding agencies.

Objectives of the Journal:

- To disseminate the outcome of research conducted in the field of management and business studies.
- To transform knowledge and expertise globally through scholarly contribution.

Call for Papers:

SJCC MRR invites original research from all functional areas of management and business studies for publication.

Themes: Researchers and academicians can submit manuscripts on the following themes. However, submissions which address any topic within the given broad domains are welcomed. *****But not limited to the following core thematic areas***

- » General Management
- » Marketing Management
- » Banking Management
- » Financial Management
- » Accounting and Financial Reporting
- » International Business Management
- » Rural Management
- » Strategic management
- » Organization Change Management
- » Logistics and Supply Chain Management
- » Technology and Innovation Management
- » Organization Behavior and Human Resource Management
- » Tourism and Health Management
- » Entrepreneurship and Small Business Management (ESBM)
- » Global Business Management
- » Innovation Management
- » Corporate Technology Management
- » Sustainability in Business Management
- » Artificial Intelligence in Business Management

Manuscript Preparation and Submission Guidelines:

ARTICLE LENGTH: Full-length research article should not exceed 5,000 — 6,000 words (excluding figures, tables, and references) but not exceed 12 pages. The word limit can be relaxed in the case of high-quality articles based on the decision of the editorial board. Book reviews are expected to be within 2,000 words.

FORMAT: Submissions should be made in standard Microsoft Word format with 1.5 line spacing in Times New Roman with a font size of 12 points. All accepted articles will be correctly formatted for publication. PDF as a sole file type is not accepted.

The text of the article should include the following:

Title: It should be between 8-10 words, specific, with no abbreviations.

Structured abstract: Set it out under – purpose, research methodology, findings, limitations, industry implications, social implications, and originality. Maximum between 200-250 words.

Keywords: Short keywords should be appropriate, search engine friendly, and not exceeding 5 - 8 words.

Main text: It should be broadly divided into sections as follows:

- I. **Introduction:** should contain the scope of the study, pertinent literature review, and research gap.
- II. **Research Design/ Methodology:** should provide a clear justification on respondents' profile, sampling technique, data analysis technique, and source of data collection.
- III. **Data Analysis:** should be explained comprehensively with required figures and tables.
- IV. **Results and Discussion:** the outcome of the study should be logically acceptable with the existing body of knowledge.
- V. **Suggestions and Conclusion:** suggestions should be constructive, valid and appropriate. The conclusion statement should contain a summary of key arguments/ findings and a short discussion of the implication of research undertaken towards industry and society.

Headings:

Main headings: should be presented in bold and 14 font size.

Sub-headings: should be presented in bold and 12 font size.

Figures and Tables: Figures should have distinct numbering and labeling. Tables should be part of the main body of the article. Ensure the explanation of any asterisks and superscripts are mentioned in tables or figures in footnotes. Sources of the figures and tables should be mentioned at the end.

Endnotes/Footnotes: Use them only if it is not avoidable. It must be identified in the text by numbers enclosed in the square bracket and listed at the end of the page.

Reference: Use the American Psychological Association reference system (latest edition) for citations in the text with the detailed alphabetical list at the end of the article. Ensure that all works cited in the manuscript are part of the Reference section.

PLAGIARISM: The article should be free of Plagiarism.

Instructions for Authors:

- Submitted manuscripts should not have been previously published nor are currently under consideration for publication elsewhere.
- The completely re-written conference papers may be submitted with written permissions obtained from copyright holders of the original paper/ conference organizers.
- All correspondence will be addressed to the first author of the article.
- Manuscripts containing any information not available in the public domain or with rights reserved by a professional body should be accompanied by written permission from the concerned organization.
- If accepted for publication, authors are expected to transfer their copyrights to SJCC. The copyright form will be made available to authors after acceptance of their article for publication.

Submission Check-List:

- Please make sure that authors' names are not included in the document/file properties.
- Acknowledgements should be avoided.
- Separate page containing the title of the paper, author(s) name, affiliations, postal address, and e-mail address for correspondence should be attached with each manuscript.
- Language check and spell check the manuscripts properly.
- Article should be written in English.
- Since it is a blind peer-reviewed journal, it takes 2 to 3 months for publication.

Submission Process:

- Paper submission and review are done through OJMS.
- In case of any technical glitches, email the full article to **researcheditor@sjcc.edu.in** • Any correspondence related to a manuscript submission should be addressed to **researcheditor@sjcc.edu.in**

Note: Under the waiver policy, we don't charge any article processing fee or publication fee from authors to publish their articles. The authors will get one complimentary copy for their contribution to the journal.

The last date for manuscript submission is **30th September 2023**.

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