

# Submission Guidelines for The Balajian - Journal of Management Research

Thank you for considering submitting your manuscript to  
**The Balajian - Journal of Management Research**

Please carefully review the following guidelines before submitting your work:

## Research and Publishing Ethics

1. Your submitted manuscript must be original and should not have been previously published in its current or similar form.
2. Ensure you have obtained written permission to use any third-party material included in your manuscript.
3. All data, program code, and methods mentioned in your article must be appropriately cited and fully referenced.
4. The use of generative AI tools or LLMs to copywrite any part of an article, including the abstract and literature review, is not permissible.

## Manuscript Submission

1. Submit your manuscript online to [editor@sbup.edu.in](mailto:editor@sbup.edu.in).
2. By submitting your manuscript, you confirm that the work is original, not under consideration elsewhere, and has been approved by all co-authors and relevant authorities.
3. The publisher holds no legal responsibility for claims of compensation related to published content.
4. After acceptance, the copyright form must be completed and submitted before finalizing the submission.
5. Authors are encouraged to declare any conflicts of interest.

## Basic Formatting Guidelines

Submit a single MS Word file containing:

- a. Title of the Article
- b. Author Name and Designation
- c. Email
- d. Abstract (max 200 words) and 4-6 Keywords
- e. Introduction
- f. Literature Review
- g. Research Methodology
- h. Results and Discussions
- i. Conclusion
- j. Research & Managerial Implications

- k. Scope for Future Research

1. Limitations of the Study

- m. References

## Abstract and Cover Page

1. The abstract should succinctly summarize the entire paper in 200 words or less and include 4-6 keywords.
2. Manuscripts should include a cover page with:
  - Article title
  - Author/s' names and designations
  - Phone numbers
  - Email addresses
  - Corresponding author's name for communication

## Formatting Guidelines

- **Font:** Times New Roman, 12-point
- **Main Headings:** 12-point 'Times New Roman Bold Font (Uppercase)' with Roman numbering (I, II, III, IV, ...)
- **First-level Sub Headings:** 12-point 'Times New Roman Bold Font (Capitalize Each Word)' with capital alphabet numbering (A, B, C, ...)
- **Second-level Sub Headings:** 12-point 'Times New Roman Bold Italics Font (Capitalize Each Word)' with small alphabet numbering (a, b, c, ...)
- **Text:** 12-point 'Times New Roman Font' (Unbolted, non-italics)
- **Line spacing:** Double
- **Margins:** 1 inch (2.54 cm) on all sides
- **Citation Style:** APA

## Tables, Figures, and Images

- Number and cite tables, figures, and images separately within the text.
- Sources for tables, figures, and images should be mentioned.

## Types of Contributions

1. Full-length articles (5000–7000 words): Original research papers
2. Management Cases (5000–7000 words)
3. Review of articles (up to 5000 words): Critical literary reviews
4. Perspective articles (1000–3000 words): Opinion-based articles
5. Book reviews (800–1200 words)

## Guidelines for Contribution to BJMR

### 1. **Full-Length Articles** (5000–7000 words): Original Research Papers

Original research papers should present significant and novel findings related to management research.

- a. Title of the Article
- b. Author Name and Designation
- c. Email
- d. Abstract (max 200 words) and 4-6 Keywords
- e. Introduction
- f. Literature Review
- g. Research Methodology
- h. Results and Discussions
- i. Conclusion
- j. Research & Managerial Implications
- k. Scope for Future Research
- l. Limitations of the Study
- m. References

### 2. **Management Cases** (5000–7000 words)

- a. Title
- b. Abstract (max 200 words) and 4-6 Keywords
- c. Introduction
- d. Case Description
- e. Analysis
- f. Discussion
- g. Conclusion
- h. References

### 3. **Review of Articles** (Up to 5000 words): Critical Literary Reviews

- a. Title
- b. Abstract (max 200 words) and 4-6 Keywords
- c. Introduction
- d. Literature Review
- e. Research Methodology
- f. Discussion and Analysis
- g. Conclusion
- h. References

### 4. **Perspective Articles** (1000–2000 words): Opinion-Based Articles

Articles should be 3-5 pages long (about 2000 words) and have the words '**A Perspective Article**' in the title.

- a. Heading
- b. 1 paragraph introduction

- c. 2-3 paragraphs past research or practice summary
- d. 2-3 paragraphs future research agenda and suggestion
- e. 1 paragraph conclusion
- f. Needs to include 1 figure or table (author created)
- g. References- at least 3-5

### 5. **Book Reviews** (800–1200 words)

- a. Abstract (max 100 words) and 4-5 Keywords
- b. Title
- c. Author and Book Information.
- d. Introduction
- e. Summary
- f. Critical Evaluation
- g. Recommendation
- h. Conclusion

We appreciate your commitment to contributing to "The Balajian - Journal of Management Research" and encourage adherence to these guidelines for each type of contribution. If you have any further questions or need assistance, please do not hesitate to contact the Editor or Journal Editorial Office.

For any submission-related queries, inquiries about your manuscript's status, or other concerns, please contact the Editor or Journal Editorial Office.

### Editorial Team Details

Call us on Ph No: 020 - 66741285 or drop a mail in [editor@sbup.edu.in](mailto:editor@sbup.edu.in)

Thank you for considering "The Balajian - Journal of Management Research" for your scholarly contributions.

We look forward to receiving your submission.

