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OPJU Business Review
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School of Management
OP Jindal University

Scope

The *OPJU Business Review* is a blind peer-reviewed Journal. The Journal deems it its mission to submit to the reader's fresh fruit of management thoughts and rich cream of current innovative research. The format of the Journal is designed reader-friendly. The academia and the corporates have easy access to the Journal.

The Journal looks for articles conceptually sound, at once methodologically rigorous. The Journal loves to deal with knowledge in management theory and practice individually and in unison. We wish our effort would bear fruit. We hope the Journal will have a long life in the shelves catering to the needs of b-students and b-faculty. Proposals for articles that demonstrate clear and bold thinking, fresh and useful ideas, accessible and jargon-free expression, and unambiguous authority are invited. The following may be noted while articles are prepared.

- What is the central message of the article you propose to write? Moreover, what is new, useful, counterintuitive, or important about your idea?
- What are the real-world implications of the proposed article? Can the central message be applied in businesses today, and if so, how?
- Who is the audience for your article? Why should a busy manager stop and read it?
- What kind of research have you conducted to support the argument or logic in an article?
- What academic, professional, or personal experience will you draw on to make the argument convincing? In other words, what is the source of your authority?

Article Submission

Electronic Submission : businessreview@opju.ac.in

Postal Submission : The Editor
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Vice Chancellor's Message

The huge changes in business dynamics in the present scenario brought a paradigm shift in the various elements of contemporary business tools and strategies which demands industry and academic collaboration to address the emerging issues.

To acknowledge these developments and provide innovative solutions to these issues, the School of Management, OP Jindal University, Raigarh has taken the initiative of coming with the inaugural issue of their Journal OPJU-Business Review.

I hope this journal will be a unique forum for communicating innovative ideas and practical solutions to various complex problems in the corporate world. I am confident that the Journal will provide a platform for academicians, research scholars, students, and professionals to share their work which will help industry and academia to grow and compete globally.

I would like to congratulate the editorial board members of the journal of the School of Management for taking such initiative and convey my best wishes for the success of the Journal.

Dr. R. D. Patidar

Vice Chancellor

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Editor's Message

The OPJU-BR provides an intellectual forum for professional and academic debate pertaining to developments in the field of business and the corporate world. It acts as an interface between the industry, academia, and society. It covers a wide range of themes cutting across several multidisciplinary topics. We intend to deal with a broad range of topics from:

General Management

HR & OB

Economics & Commerce

Finance & Accounts

Marketing

Operations & Supply Chain Management

Our prime purpose is to broaden the base of knowledge of our readers by encouraging contributions from academicians, professionals, and practitioners from various parts of the world. To suffice this, we have formed an editorial advisory board comprising leading academicians, professionals, and experts of different domains from throughout the globe.

As, an editor, I would like to extend my heartfelt gratitude to all the academicians, practitioners, and professionals for their valuable contributions to the journal, I would also like to acknowledge a debt of gratitude to the publishers for their encouragement and to the management of OPJU for their constant support. I would particularly be thankful to all my team members of the School of Management who were instrumental in bringing this inaugural issue of the journal.

Dr. Saket Jeswani

Editor OPJUBR

Asst. Dean & Professor,

School of Management, OP Jindal University

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