DESCRIPTION

*IIMB Management Review* (IMR) is a quarterly journal brought out by the Indian Institute of Management Bangalore. Addressed to management practitioners, researchers and academics, IMR aims to engage rigorously with practices, concepts and ideas in the field of management, with an emphasis on providing managerial insights, in a reader friendly format. To this end IMR invites manuscripts that provide novel managerial insights in any of the core business functions. The manuscript should be rigorous, that is, the findings should be supported by either empirical data or a well-justified theoretical model, and well written. While these two requirements are necessary for acceptance, they do not guarantee acceptance. The sole criterion for publication is contribution to the extant management literature. Although all manuscripts are welcome, our special emphasis is on papers that focus on emerging economies throughout the world. Such papers may either improve our understanding of markets in such economies through novel analyses or build models by taking into account the special characteristics of such economies to provide guidance to managers.

Full-length research articles (up to 8,000 words) on all the business functions, aspects of policy and management pedagogy form the core of the journal; at present focussed discussion and interview papers, and book reviews are also featured.

*IMR* is a peer-reviewed journal and follows a 'double blind' review process. All papers submitted to *IMR* go through a preliminary review at the editorial desk and those considered appropriate are sent to an Associate Editor. On the recommendation of the Associate Editor, the article may be rejected or assigned to two reviewers from the editorial board.

ABSTRACTING AND INDEXING

Directory of Open Access Journals (DOAJ)
Web of Science
Scopus
Emerging Sources Citation Index (ESCI)

EDITORIAL BOARD

*Editor-in-Chief*

N.B. Kanagal, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
A. Thampy, Indian Institute of Management Bangalore, Finance & Accounting, Bengaluru, Karnataka, India
Associate Editors
M. Asher, Lee Kuan Yew School of Public Policy, Singapore, Singapore
S. Basu, Indian Institute of Management Bangalore, Bangalore, India
R. Chanda, Indian Institute of Management Bangalore, Bangalore, India
R. Chittoor, University of Victoria Peter B Gustavson School of Business, Victoria, British Columbia, Canada
J. Hazra, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
J. Jacob, Indian Institute of Management Ahmadabad, Ahmedabad, India
R. Kamath, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
N. Khatri, University of Missouri Columbia School of Medicine, Columbia, Missouri, United States
K. Kumar, Indian Institute of Management Bangalore, Bangalore, India
S. Murthy, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
I. Murthy, Indian Institute of Management Bangalore, Bangalore, India
A.K. Ojha, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
S. Prakhya, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
K. Rakshit, Indian Institute of Management Calcutta, Kolkata, India
S. Rangan, Indian Institute of Management Bangalore, Bangalore, India
S. Ray, Indian Institute of Management Calcutta, Kolkata, India
R. Singh, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
S. Yayavaram, Indian Institute of Management Bangalore, Bangalore, India

Editorial Advisory Board
V.R. Anshuman, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
M. Asher, Lee Kuan Yew School of Public Policy, Singapore, Singapore
P. Bordia, Australian National University Research School of Management, Canberra, Australian Capital Territory, Australia
S. Chopra, Northwestern University Kellogg School of Management, Evanston, Illinois, United States
Y. Huang, Massachusetts Institute of Technology Sloan School of Management, Cambridge, Massachusetts, United States
J.R. Kale, Northeastern University D’Amore-Mckim School of Business, Boston, Massachusetts, United States
V.P. Kochikarr, Infosys Ltd, Bangalore, India
P.K. Kopalle, Dartmouth College Tuck School of Business, Hanover, New Hampshire, United States
S.P. Kothari, Massachusetts Institute of Technology Sloan School of Management, Cambridge, Massachusetts, United States
B. Mahadevan, School of Management of Indian Institute of Management Bangalore, Bengaluru, India
R.G. Rajan, University of Chicago Booth School of Business, Chicago, Illinois, United States
P. Schumacher, Value Leadership Group, Saket, India
S. Senqupta, San Francisco State University, San Francisco, California, United States
K. Sudhir, Yale School of Management, New Haven, Connecticut, United States
M. Teagarden, Arizona State University Thunderbird School of Global Management, Glendale, Arizona, United States
G.J. Tellis, University of Southern California Department of Marketing, Los Angeles, California, United States
R. Varadarajan, Texas A&M University Department of Management, College Station, Texas, United States
V. Venugopal, Nyenrode Business University Expertise Center Marketing & Supply Chain Management, Breukelen, Netherlands

Managing Editor
K.R. Usha, School of Management of Indian Institute of Management Bangalore, Bengaluru, India

Assistant Editor
S. Mulugundam, Indian Institute of Management Bangalore, Bangalore, India

Administrative Support
S.R. Kaveri, Indian Institute of Management Bangalore, Bangalore, India
S. N. Rajendra, Indian Institute of Management Bangalore, Bangalore, India

Editorial Review Panel
R.K. Amit, Indian Institute of Technology Madras, Chennai, India
P. S. Aulakh, York University Schullich School of Business, Toronto, Ontario, Canada
S. Bhargava, Indian Institute of Technology Bombay Department of Civil Engineering, Mumbai, India
P.S. Bhawuk, University of Hawaii at Manoa Shidler College of Business, Honolulu, Hawaii, United States
A. Bubna, Indian School of Business, Hyderabad, India
A. Chakrabarti, Queen's University, Kingston, Ontario, Canada
B. D'Netto, Australian Catholic University, Melbourne, Australia
P. David, American University, Washington, District of Columbia, United States
N. Desai, Indian Institute of Management Ahmedabad, Ahmedabad, India
D. Ghosh, Indian Institute of Management Calcutta, Kolkata, India
M. Goyal, University of Maryland at College Park, Baltimore, Maryland, United States
GUIDE FOR AUTHORS

INTRODUCTION

IIMB Management Review (IMR) is a quarterly journal brought out by the Indian Institute of Management Bangalore. Addressed to management practitioners, researchers, and academics, IMR aims to engage rigorously with practices, concepts, and ideas in the field of management, with an emphasis on providing managerial insights, in a format that is accessible to a wide audience.

To this end, IMR invites manuscripts that provide novel managerial insights in any of the core business functions. The manuscript should be rigorous—the findings should be supported by either empirical data or a well-justified theoretical model and well written. While these two requirements are necessary for acceptance, they do not guarantee acceptance. The sole criterion for publication is contribution to the extant management literature. Although all manuscripts are welcome, our special emphasis is on papers that focus on emerging economies throughout the world. Such papers may either improve our understanding of markets in such economies through novel analyses or build models by taking into account the special characteristics of such economies to provide guidance to managers. Full-length research articles (up to 10,000 words) on all the business functions, aspects of policy, and management pedagogy form the core of the journal; at present focussed discussion and interview papers, and book reviews are also featured. Papers must be written in an easily accessible style, where specialised concepts/research and methodologically rigorous applications/analyses are presented simply and concisely, highlighting key insights and managerial implications.

Use of inclusive language

Inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences, and promotes equal opportunities. Articles should make no assumptions about the beliefs or commitments of any reader, should contain nothing which might imply that one individual is superior to another on the grounds of race, sex, culture or any other characteristic, and should use inclusive language throughout. Authors should ensure that writing is free from bias, for instance by using 'he or she', 'his/her' instead of 'he' or 'his', and by making use of job titles that are free of stereotyping (e.g. 'chairperson' instead of 'chairman' and 'flight attendant' instead of 'stewardess').

Changes in authorship

This policy concerns the addition, deletion, or rearrangement of author names in the authorship of accepted manuscripts:

Before the accepted manuscript is published in an online issue: Requests to add or remove an author, or to rearrange the author names, must be sent to the Journal Manager from the corresponding author of the accepted manuscript and must include: (a) the reason the name should be added or removed, or the author names rearranged and (b) written confirmation (e-mail, fax, letter) from all authors that they agree with the addition, removal or rearrangement. In the case of addition or removal of authors, this includes confirmation from the author being added or removed. Requests that are not sent by the corresponding author will be forwarded by the Journal Manager to the corresponding author, who must follow the procedure as described above. Note that: (1) Journal Managers will inform the Journal Editors of any such requests and (2) publication of the accepted manuscript in an online issue is suspended until authorship has been agreed.

After the accepted manuscript is published in an online issue: Any requests to add, delete, or rearrange author names in an article published in an online issue will follow the same policies as noted above and result in a corrigendum.

Review process

IMR is a peer-reviewed journal and follows a double blind review process. All papers submitted to IMR go through a preliminary review at the editorial desk and those considered appropriate are sent to an Associate Editor. On the recommendation of the Associate Editor, the article may be rejected or assigned to two reviewers. While an initial review may take about three months, a full fledged review may take 12 months or more.
Copyright
Upon acceptance of an article, authors will be asked to complete an 'Exclusive License Agreement' (see more information on this). Permitted third party reuse of open access articles is determined by the author's choice of user license.

Author rights
As an author you (or your employer or institution) have certain rights to reuse your work. More information.

Elsevier supports responsible sharing
Find out how you can share your research published in Elsevier journals.

Open access
Every peer-reviewed research article appearing in this journal will be published open access. This means that the article is universally and freely accessible via the internet in perpetuity, in an easily readable format immediately after publication. The author does not have any publication charges for open access. The Indian Institute of Management Bangalore will pay to make the article open access. A CC user license manages the reuse of the article (see https://www.elsevier.com/openaccesslicenses). All articles will be published under the following license:

Creative Commons Attribution-NonCommercial-NoDerivs (CC BY-NC-ND)
For non-commercial purposes, lets others distribute and copy the article, and to include in a collective work (such as an anthology), as long as they credit the author(s) and provided they do not alter or modify the article.

Elsevier Researcher Academy
Researcher Academy is a free e-learning platform designed to support early and mid-career researchers throughout their research journey. The "Learn" environment at Researcher Academy offers several interactive modules, webinars, downloadable guides and resources to guide you through the process of writing for research and going through peer review. Feel free to use these free resources to improve your submission and navigate the publication process with ease.

Submission of articles
Authors may submit their papers through the online manuscript submission system at (https://www.editorialmanager.com/iimb/default.aspx) where further information on the process of submission and registration is available.

Submission of a manuscript to IMR implies a commitment by the author to publish in it. Along with the manuscript, authors should provide confirmation that 1) the article is the original work of the author(s); 2) the article (or a significant portion of it) has not been published earlier; 3) it is not under consideration for publication elsewhere; and 4) all copyright requirements in respect of material used directly or indirectly in the article have been duly met. Articles using information which is not in the public domain about organisations must be accompanied by express written permission from the authorities concerned. The editors reserve the right to accept or refuse an article for publication, and they are under no obligation to assign reasons for their decision. IMR reserves the right to emend the final version of the paper to suit the journal?s requirements.

Peer review
This journal operates a double blind review process. All contributions will be initially assessed by the editor for suitability for the journal. Papers deemed suitable are then typically sent to a minimum of two independent expert reviewers to assess the scientific quality of the paper. The Editor is responsible for the final decision regarding acceptance or rejection of articles. The Editor's decision is final. More information on types of peer review.

Double-blind review
This journal uses double-blind review, which means the identities of the authors are concealed from the reviewers, and vice versa. More information is available on our website. To facilitate this, please include the following separately:

Title page (with author details): This should include the title, authors' names, affiliations, acknowledgements and any Declaration of Interest statement, and a complete address for the corresponding author including an e-mail address.
Blinded manuscript (no author details): The main body of the paper (including the references, figures, tables and any acknowledgements) should not include any identifying information, such as the authors' names or affiliations.

Format
Abstract
A concise and factual abstract is required. The abstract should state briefly the purpose of the research, the principal results and major conclusions. An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, References should be avoided, but if essential, then cite the author(s) and year(s). Also, non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself.

Cover page
Cover page: The manuscript should be accompanied by a cover page containing the article title, the short title (not more than 5 words and which may be used in all correspondence), the names and affiliations of all the authors (the order of placing author names should be specified), along with their postal address, phone and fax numbers, and email address. Details of the authors name and affiliation should not appear elsewhere in the manuscript. In the case of multiple authors, the cover page should indicate the designated corresponding author.

Second page
Second Page: The second page should contain the article title, the short title, the abstract (not more than 100 words), keywords (a maximum of 8 keywords), and an extended summary (not exceeding 300 words).

Body of the article
The recommended length of papers is 8000-10,000 words, inclusive of tables and figures. Material may be formatted in Times New Roman, font size 12 and double spaced. All tables and figures are to be serially numbered, sequentially following references to them in the text. All tables and figures are also to be presented in a separate WORD document and file names should clearly specify the paper to which the exhibits belong. Tables and figures should carry explanatory notes or legends for clarity or to indicate the source, as necessary; all abbreviations should be expanded. All exhibits should be in black and white only.

IMR follows British spelling (eg: organisation, programme, and colour), except in the case of direct quotations. Figures should be indicated in million and billion.

Wherever possible, explanatory theories/concepts and other background material of a historical or collateral nature, and case illustrations/anecdotal applications should be presented in text boxes to ensure they do not interfere with the flow of the main text.

References
Authors must acknowledge all the sources they have drawn upon, including direct quotations, as well as ideas, concepts, data, and exhibits. Only those references cited in the main text should be listed in the reference list. Sources should be stated briefly in the text, following the author-date convention of by the last name and the date of publication, in parentheses. Citations within the text would read, for e.g. According to Pawlak, (1991) or (Pawlak, 1991). These citations should be amplified in a list of references appearing at the end of the paper. The reference list should be in alphabetical and chronological order, and should include complete bibliographical details, as appropriatethe name(s) of the author(s), year of publication, title of the article/book, name of the journal, details of the publisher, volume and issue number, and individual page numbers, URL of online sources (online journals, magazines, or newspapers) with access date.

The prescribed style of citation is as follows:
Reference to a chapter in an edited book:

Reference to a journal publication:

Authors are responsible for ensuring the accuracy of the references listed and for consistency between the references in the text and those in the reference list.

Reprints
Authors and co-authors will receive an electronic reprint of their article. Additional reprints may be purchased, for details please contact Nova Dudley-Gough, Commercial Sales Manager (email: n.dudley@elsevier.com)

Reference management software
Most Elsevier journals have their reference template available in many of the most popular reference management software products. These include all products that support Citation Style Language styles, such as Mendeley. Using citation plug-ins from these products, authors only need to select the appropriate journal template when preparing their article, after which citations and bibliographies will be automatically formatted in the journal's style. If no template is yet available for this journal, please follow the format of the sample references and citations as shown in this Guide. If you use reference management software, please ensure that you remove all field codes before submitting the electronic manuscript. More information on how to remove field codes from different reference management software.

Users of Mendeley Desktop can easily install the reference style for this journal by clicking the following link:
http://open.mendeley.com/use-citation-style/iimb-management-review
When preparing your manuscript, you will then be able to select this style using the Mendeley plug-ins for Microsoft Word or LibreOffice.

Copyrights and permissions
Authors must cede copyright of the article as finally published to IMR if it is accepted for publication, and certify that all copyright requirements in respect of material used directly or indirectly in the article have been duly met. Copyright rests with IMR in respect of the material submitted for its use and dissemination in any form or medium, individually or in any collection or other configuration, print, audio-video, electronic or otherwise. IMR however grants permission to authors for using the submitted material (subsequent to publication in IMR) in any printed books or other publications or derivative works authored or co-authored by them, or edited or co-edited by them. All other usage will be subject to prior written permission of IMR.
Except as authorised, no part of the material published in IIMB Management Review may be reproduced, photocopied or stored in retrieval systems, or used for commercial or other purposes. For reprints and permissions to photo copy please visit https://www.elsevier.com/permissions.

Subscriptions and advertisements
IMR is published four times a year. Annual subscription for each volume of four issues (print edition) is Rs 1600 in India and the SAARC countries (postage extra; details in subscription form published in the print issue). Prospective subscribers in India and the SAARC countries may subscribe through the form included in the print copy of the journal, subscribe online through http://imberpserv.iimb.ernet.in/imr, or write to review@iimb.ernet.in. Subscriptions are accepted on a prepaid basis only and will be acted upon with prospective effect. Subscriber claims for missing print issues should be communicated to review@iimb.ernet.in within six months from the issue date. For electronic institutional subscriptions through ScienceDirect® (Elsevier’s electronic service), please visit http://www.info.sciencedirect.com.
To advertise in the journal please email: Commercialsales@elsevier.com, Ms. Deirdre P. Dunne at D.Dunne@elsevier.com

Further details
Any correspondence relating to editorial matters and print subscriptions may be addressed to review@iimb.ernet.in. For more details, please visit http://www.journals.elsevier.com/iimb-management-review or
http://www.iimb.ernet.in/publications/review. For details on the submission process, subscriptions to the electronic version and advertisements please contact Elsevier’s online service (http://ees.elsevier.com/iimb).

**Online proof correction**

Corresponding authors will receive an e-mail with a link to our online proofing system, allowing annotation and correction of proofs online. The environment is similar to MS Word: in addition to editing text, you can also comment on figures/tables and answer questions from the Copy Editor. Web-based proofing provides a faster and less error-prone process by allowing you to directly type your corrections, eliminating the potential introduction of errors. If preferred, you can still choose to annotate and upload your edits on the PDF version. All instructions for proofing will be given in the e-mail we send to authors, including alternative methods to the online version and PDF.

We will do everything possible to get your article published quickly and accurately. Please use this proof only for checking the typesetting, editing, completeness and correctness of the text, tables and figures. Significant changes to the article as accepted for publication will only be considered at this stage with permission from the Editor. It is important to ensure that all corrections are sent back to us in one communication. Please check carefully before replying, as inclusion of any subsequent corrections cannot be guaranteed. Proofreading is solely your responsibility.

**Offprints**

The corresponding author will be notified and receive a link to the published version of the open access article on ScienceDirect. This link is in the form of an article DOI link which can be shared via email and social networks. For an extra charge, paper offprints can be ordered via the offprint order form which is sent once the article is accepted for publication. Both corresponding and co-authors may order offprints at any time via Elsevier’s Author Services.

© Copyright 2018 Elsevier | https://www.elsevier.com