IIMB MANAGEMENT REVIEW

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AUTHOR INFORMATION PACK

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ISSN: 0970-3896

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.

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INTRODUCTION

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