

AIMA/CME/E-journal/2010

Dear Sir/Madam,

Subject. : Call for Research Papers for “AIMA Journal of Management & Research”

We are pleased to announce the next issue of our e-Journal. This is a quarterly theme based journal and is well appreciated by one and all. The Advisory and Editorial Board comprises of leading academicians and industry professionals. So far, we have brought out 13 issues on various themes and the same are available at <http://aima-ind.org/ejournal/>

Re-discovering discovered: Emerging Markets

World has turned into a global village with the advances in information and communication technology. Products and brand are no longer limited to one country, one market.

The recent economic slowdown and shrinking of profits are forcing companies to look beyond their existing market. At the same time there is vast untapped potential, in some market, which needs to be discovered, researched and targeted. Some of these emerging markets are high potential market and can be growth engines for world economy. These emerging markets are not limited to developing countries alone. The multinationals from developing economies have started giving competition to global player and are targeting developed markets with new product offerings.

Strategies to face the changing realities of global business, requires substantial research, analysis, strategy and implementation. The focus of the next issues is on “Re-discovering discovered: Emerging Market” and more specifically on

Sub Themes:

- Identifying and targeting upcoming potential markets.
- Emergence of multinationals from emerging markets.
- Strategies to remain competitive in Emerging Economies Emerging market investors and operators.
- Strategies to enter new markets – Mergers & Acquisition and Technological Advances.
- Consumer research tools and techniques to understand Buyer behavior in emerging market.
- Social, ethical, cultural and IPR issues in emerging markets.

The above sub themes are suggested topics, but not a limitation on your innovative thinking process.

We are looking forward for

- Empirical analysis on individual countries market sector.
- Research articles analyzing recent developments problems and issue related to topic.
- Case studies of development, problems or opportunities in emerging markets.

- Country update, reports and documented trends.
- Review of recent book or conference reports on the theme.

Important Dates

Last date for submission : 10th May
Notification for selection : 18th May
Revision : 19th May
Up loading : 21st May

We would like to take this opportunity to invite you, your colleagues and research scholars from your institute to contribute research papers in our this issue. We would also like to inform you that the author of the accepted research article/case study will be **paid Rs.3, 000/- per article**.

Your article should reach us latest by **10th May 2010**. The word limit and the font for the article is specified in the guideline for manuscript.

You can mail your article at apandey@aima-ind.org

Looking forward for your support.

Best wishes,

Anuja Pandey
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GUIDELINES FOR SUBMISSION OF ARTICLES / RESEARCH PAPERS / CASE STUDIES

- Manuscripts submitted is expected to contain original work, which has not been published elsewhere in any form – abridged or otherwise.
- Each submitted article should be in English and should be between 4000-8000 words, double spacing with 10 points Arial font, justified, down load-able.
- The article should be accompanied with **title page and Abstract of 150 words and a list of key words included in the article.**
- The authors name (full name), designation and organization affiliation with content details should appear on the first page.
- Tables, diagrams should also be separately provided for better re-production.
- The manuscript should have a bibliography, footnotes and endnotes.
- The author of accepted articles will be paid **Rs.3000/-** per article.
- The received articles will be a property of AIMA.
- There would be a competition to select the best article. The author of the best article in an academic year would receive the best article award.
- For on-line submission of Articles / Research Paper / Case Studies attach files and email to apandey@aima-ind.org
- **Last day to submit Article/Research Paper/Case Studies is 10th May 2010.**

For further details, visit our website www.aima-ind.org

Note: Mark-article for e-Journal in Subject Column.