

AIMA/CME/E-journal/2012

Dear Sir/Madam,

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

### **Background Theme**

Management Research has expanded significantly in recent years, making it difficult for scholars to follow advances in multiple specialized subfields. AIMA Journal for Management and Research (AJMR) addresses this by publishing important theoretical and empirical research done in various subfields of management. The objective of this theme based journal is to quickly update the researchers in specific fields. Facilitating them with latest Research Paper, Bibliography of research papers and books.

The goal of AJMR is to bring fresh perspective to research in management and take research to masses through its open access, internet based technology. AJMR is a quarterly journal we take this opportunity to invite research papers, case studies, monographs on the below stated theme.

**The theme for the next issue is “Changing Work Culture and Human Skills Requirement : Challenges to Global Human Resource Management Strategy”**

The global economy is witnessing a continual change due to mergers, acquisitions, downsizing along with breach in trust and corruption. These are few of the factors which are shifting the demands on Human Resource or man power management. Human Resource initiatives impact organizations by more strategically align people and the strategic goals of the organization, which can implicitly enhance the relationship of employees and organization on one side, and strengthen culture, discover new skills in people on other side. Both thereby leading to, greater efficiency and productivity, resulting in stronger and enduring competitive advantage.

With this background, we look forward to receive Research articles/case studies/empirical research or book review on stated theme and below mentioned sub themes.

The following list is indicative of the types of contributions which may be appropriate. However it is not intended to be exhaustive and rather is illustrative:

### **Sub Themes:**

- Changing labour market in India
- Impact of various labour law on employment in India
- Changing work culture and influence of cross border mergers and acquisitions
- Strategies for enhancing the quality of core work force.
- Strategies for outsourcing and its effect on in sourcing.
- Integrative and interdisciplinary models of work force management.

### **We are looking forward for:**

- Empirical analysis in the area of sub themes.

- Research articles analyzing recent developments, problems, opportunities and recent measures taken by organizations in the area related to theme.
- Case study falling in the area of theme.
- Review of recent book or conference reports on the theme.

### **Important Dates**

Last date for submission	:	<b>8<sup>th</sup> May</b>
Revision	:	<b>17<sup>th</sup> May</b>
Up loading	:	<b>21<sup>st</sup> May</b>

We would like to take this opportunity to invite you, your colleagues and research scholars from your institute to contribute research papers in 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 **8<sup>th</sup> May 2012**. 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**  
**Managing Editor-(AJMR)**  
**All India Management Association**  
**Management House**  
**14, Institutional Area**  
**Lodhi Road**  
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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](mailto:apandey@aima-ind.org)
- **Last day to submit Article/Research Paper/Case Studies is 8<sup>th</sup> May 2012.**

**For further details, visit our website [www.aima-ind.org](http://www.aima-ind.org)**

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

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