HSB Research Review

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Narendra K Bishnoi

A Bi-annual Refereed Journal of Haryana School of Business

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The Editorial

In the field of management, as the complexities of running issues show an increase, there is an impending need to bridge the consequence gaps concerning generation, dissemination and appliance of knowledge. This necessitates understanding where we, as management researchers, are coming from and the underlying influences in doing research. It also consists in taking a more reflexive approach to management research.

Haryana School of Business, Guru Jambheshwar University of Science and Technology, Hisar is committed to build up the culture of research and publication in management so that it may perform a leading role in inculcating the line of research and analysis in the young generation who aspire to compete with the best. For promoting qualitative and quantitative research-publication in global trends, HSB publishes a reviewed bi-annual journal, HSB Research Review. In changing scenario of business education around the Globe, there are convincing rationale to a B-school to publish a management journal that may cater to the needs of management scholars, business leaders, and practicing managers. HSB Research Review is an academic journal that provides an amalgamated outlook of management thoughts, empirical researches and management practices within and outside India. Further it aims at bringing together academicians and practicing corporate managers. This journal publishes papers that advance knowledge through research on current management issues and especially in the areas of marketing, finance, human resource management, operations management, information technology, general management besides macro issues of globalization and local trade. HSB Research Review is an academic dais to share ideas, promote and endorse the culture of research to generate evocative debates. Its intention is to guide the scholars to study and deliberate on diverse dimensions of management ideas or cases where there is scope for research. The journal invites and attracts best quality research papers from all parts of the globe and reaches to wide variety of readers. This journal is an intellectual piece of knowledge with extensive exposure that maintains balance between pure and applied researches.

This is the first issue of HSB Research Review, in which, research papers on different aspects like information technology, rural marketing, behavioural management, corporate governance and equity markets have been published after editing on the recommendations of referees. As a matter of a policy, the editorial board has decided to publish research papers, popular articles, case studies and book reviews of concurrent bearing in the HSB Research Review. The editorial board, however, does not own the views expressed by the authors in their papers but once published in this journal would become the copyrights of the HSB Research Review and the same cannot be reproduced without the prior written permission of editorial board. Hence, the journal is placed before the academia.

S C Kundu
Karam Pal

HSB Research Review

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1. Manuscripts submitted to the journal will be initially screened by the editors. Those considered inappropriate will be returned promptly to the sender. Manuscripts that pass the initial screening will follow a double blind refereeing process. They will be passed to a regional or country editorial board member who will consider its value in relation to regional concerns, where required. They will also be reviewed by an expert in the discipline area concerned. Neither the editors nor the journal will accept responsibility for errors, omissions, loss or damage to manuscripts. Upon acceptance of a paper, the author(s) will be requested to provide an electronic copy of the paper, compatible with Microsoft Word.
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