

## **Call for papers for the Eight Annual Research Journal of Symbiosis Centre for Management Studies, Pune**

Dear Sir/Madam

Greetings!!

It is our pleasure to inform that Symbiosis Centre for Management Studies(SCMS), Pune is coming out with its **Eight Annual Research Journal of SCMS**, Pune (ISSN: 2348-0661) on the broad theme **“Digital Marketing, E- commerce and its increasing influence in Business”**

With ever increasing competition in today’s business and their life cycles of them becoming smaller and smaller, organizations are devising various strategies both on-line and off-line to remain in the market and survive. Digital marketing today has become essential for business growth. It has been rising in popularity over the past few years as the world is moving online. The number of people spending more time on Internet and using smartphones are increasing day by day. The numbers are still going to increase.

As the Internet usage is growing businesses need to take advantage of this phenomenon, various studies are showing that organizations are getting greater and greater number of customers through websites, blogs, social media sites and so on. Digitally marketing has various benefits like lesser costs, easy tracking, targeted advertising and so on.

To discuss this increasing role of digital marketing and e-commerce in business for better managerial decision making, SCMS Pune invites academicians, industrialists, professionals, researchers and students in the field of management, social science and allied areas to contribute original papers/ case studies for its Eight Annual Research Journal of SCMS.

### **Suggested Sub-Themes**

Emergence of digital marketing as a new mode of marketing  
Digital commerce and its increasing role in managerial decisions  
Emerging modes of digital marketing  
Advantages derived from digital marketing  
Multi-criterion decision making  
Marketing analytics related to digital marketing  
Other relevant areas and case studies related to digital marketing

However innovative contributions that do not fit into the above areas but fall under the related functional areas of management, social science and allied areas will also be considered as they may benefit the researching community at large

The following contributions shall be accepted:

- **Full Length Papers** – These include mainly accomplished research results and should have a length of 3,000 – 5000 words.
- **Short Term Papers** – These are mostly composed of work in progress reports or fresh developments and should be 2,500 – 3000 words in length.
- **Reflection Papers/Review Papers** – These might review recent research literature pertaining to a particular problem or approach, indicate what the findings suggest, and/or provide a suggestion – with rationale and justification – for a different approach or perspective on that problem. Reflection papers might also analyze general trends or discuss important issues in topics related to Applied Computing. Length should be 1500- 2000 words.
- **Case Studies**
- For further details please contact the publicity chair at **research-cell@scmspune.ac.in**

**The journal is a double blind peer-reviewed referred Journal.**

#### **Important Dates**

- |                                   |                                  |
|-----------------------------------|----------------------------------|
| – <b>Submission Deadline:</b>     | 15 <sup>th</sup> August, 2019    |
| – <b>Notification to Authors:</b> | 30 <sup>th</sup> September, 2019 |
| <b>First review</b>               | 31 <sup>th</sup> October, 2019   |
| <b>Second review</b>              | 30 <sup>st</sup> November, 2019  |
| - <b>Publication date:</b>        | January 2020                     |

#### **Symbiosis International (Deemed University)**

Inspired by the ideals of 'Vishwa Bharati' of Gurudev Rabindranath Tagore and with a deep desire to help foreign students, an idea of 'Symbiosis' was conceived by Padma Bhushan Dr. S. B. Mujumdar in the year 1971. The motto of Symbiosis is 'Vasudhaiva Kutumbakam' and truly for the foreign students at Pune, it is a 'Home away from Home'. Symbiosis is a multi-lingual, multi-national, multi-cultural educational complex of international repute comprising of institutes imparting training in diverse disciplines at several campuses. Symbiosis International University was accredited and awarded Grade 'A' by the National Assessment & Accreditation Council (NAAC) established by the University Grants Commission of India.

#### **Symbiosis Centre for Management Studies, Pune**

Symbiosis Centre for Management Studies (SCMS) is a department functioning under Symbiosis International University. The journey of SCMS began at Pune in 2004 and it has seen a progressive growth every year in terms of curriculum design and student intake. The Institute has been ranked second best in India in the field of under graduate management education by the India Today Neilson Survey for the year 2015. With state of the art infrastructure and a fully operational campus, SCMS-Pune is emerging as an internationally recognized fully integrated management institute of higher learning. The institute seeks to inculcate a spirit of lifelong learning and aspires

to strengthen the capabilities of the students by integrating concepts with applications and values. The institute strives to develop an innovative academic environment through the synergy between faculty, students, industry and technology. The institute encourages constant interaction with the industry and other leading management/ research institutes.

## **Author Guidelines**

### **Originality**

Paper submitted should be an original and unpublished work. Any paper submitted which is identical or substantially similar to research work already published or under review for another publication will not be considered.

### **Structure of the manuscript**

The manuscript should be accompanied by the following:

- An abstract of 300 words with 4-6 key words and the JEL classification.
- Use single quotes throughout. Spellings of words in quotations should not be changed.
- Use of italics and diacritical should be minimized, but used consistently.
- All files should be submitted as a word document.

### **Article title page**

#### **Author Details**

Details should be given on the **Article Title Page** including:

- Full name of each author.
- Affiliation of each author, including current designation and affiliation, phone number, and e-mail address at time the study was completed.
- Where more than one author has contributed to the paper, details of who should be contacted for correspondence.
- E-mail address of the corresponding author.

Kindly do not mention the author(s) name, affiliation and any other information inside the manuscript. The affiliated institutions are to be listed directly below the names of the authors. Multiple affiliations should be marked with superscript Arabic numbers, and they should each start on a new line.

### **Headings**

The heading should follow the APA style. There are 5 **heading levels** in APA. Regardless of the number of levels, always use the headings in order, beginning with level 1.

## Font and Format

All manuscripts should be submitted in Word format, with 1.5 line spacing, 12- point font, font type Times New Roman and 1-inch margins on all sides.

## Tables

All tables should be sequentially numbered with Arabic numerals. If the manuscript includes an appendix with tables, identify them with capital letters and Arabic numerals (e.g. Table A1, Table B2).

## Figures and Graphs

- Number all the figures consecutively with Arabic numerals.
- Mention all figures in the text.
- For figures, include the figure number and a title with a legend and caption. These elements appear below the visual display. For the figure number, type *Figure X*. Then type the title of the figure in sentence case. Follow the title with a legend that explains the symbols in the figure and a caption that explains the figure. **For e.g.,** *Figure 1*. Sensitive Index. This figure illustrates the sensitivity of the prices of the select 30 stocks in the BSE.
- Captions serve as a brief, but complete, explanation and as a title. **For example,** “*Figure 4. Population*” is insufficient, whereas “*Figure 4. Population of Tribal Races, Indian Subcontinent (1980)*” is better.
- Graphs should always include a legend that explains the symbols, abbreviations, and terminology used in the figure.
- These terms must be consistent with those used in the text and in other figures.
- The lettering in the legend should be of the same type and size as that used in the figure.

Abbreviations, terminology, probability level values must be consistent across tables and figures in the same article. Likewise, formats, titles, and headings must be consistent. Do not repeat the same data in different tables.

## References

Authors are requested to follow the APA style.

## Peer review policy

The Journal adheres to the double-blind reviewing policy in which the identity of both the reviewer and author are concealed from each other. The submitted manuscripts will be assessed by reviewers with domain knowledge of the submission’s main research area, and by at least one reviewer who comes from a discipline outside the author’s own field.

All manuscripts are assessed initially by the Editors and only those papers will be sent for outside review that meet the methodological and editorial standards of the journal and fit within the aims and scope of the journal.

### **The reviewers' recommendations determine whether an article will be**

- Accepted
- Accepted subject to minor changes
- Accepted subject to resubmission with significant changes
- Rejected.

For articles which require changes, the same reviewers will be used to ensure that the quality of the revised article is acceptable.

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SCMS Pune