

## Call for papers for the Seventh Annual 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 **Seventh Annual Journal of SCMS**, Pune (ISSN: 2348-0661) on the broad theme **Data Analytics and Business Model Innovation**

Data Analytics has increasingly become the buzz word and more and more firms are increasingly using data to understand patterns, extract behavior and trends, institutions and corporations are being setup whose only job is to analyze data and extract valuable information about the clients to take core and strategic business decisions.

To discuss data analytics and business model innovations so that business could take better informed decisions, SCMS Pune invites academicians, industrialists, professionals, researchers and students in the field of Management and allied areas to contribute original papers/ case studies for its Seventh Annual Journal.

### Suggested Sub-Themes

Data analytics and its increasing role in business  
Emerging and innovative business models  
Role of big data in business  
Multi-criterion decision making  
Marketing and retail analytics  
HR analytics  
Healthcare analytics  
Emerging business data technologies  
Other emerging areas in data analytics and business

However innovative contributions that do not fit into the above areas but fall under the related functional areas of management, would 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@scmpune.ac.in**

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

#### **Important Dates**

- **Submission Deadline:** 15<sup>th</sup> August, 2018
- **Notification to Authors:** 30<sup>th</sup> September, 2018
- **Ist review** 31<sup>th</sup> October, 2018
- **II review** 30<sup>st</sup> November, 2018
- **Publication date:** January 2019

#### **Symbiosis International 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 2017. 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.

### **Copyright**

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