

Editorials



It is indeed a matter of our great pride to present before you these combined issues (number one and two) of volume five of the *International Journal of Applied Management Research*. The present volume of the journal supported and enriched by prominent research scholars which will certainly provoke the desired research motivation to the potential researchers and readers interested in the subject.

Research is game of thinking persons to build up critical thinking. The problem solving and critical thinking refers to the ability to use knowledge, facts, and data to solve the problems effectively. This doesn't mean one need to have an immediate answer, it means researcher is able to think on his feet, judge the problems and find solutions. The ability to develop a well thought out solution within a reasonable time frame is a skill that researcher value judgmentally. These skills include critical thinking and problem solving which ultimately aggravate a researcher to develop critical thought process in their cognizance. Critical research thought process is the ability for an individual to be exposed to a subject, and be able to objectively form a rational conclusion. The thinkers must gather facts, concepts, points of view and other related issues to form an unbiased opinion about the subject of investigation. With this end in view, the current volume is a collection of research papers which after the review process have found a required place in the present volume of our journal. These papers addressed diverse issues of implication relating to management sciences. In our academic pursuit for enthusiastic cause to bring about an uprising management research work and keeping in view the business research requirements, editorial board have evolved self-motivated and positive efforts in the publication process. The acceptance and support of the entire process has entailed prominent research workers which need to be acknowledged. The publication of this volume could have been possible because of tireless support by our advisory board members and thoughtful efforts rendered by our esteemed colleagues of the department and the editorial board members.

I would like to place on record my indebtedness to the scholars and research workers who have contributed their valuable research papers and who have shown overwhelming response and passion to associate with us as our esteemed reviewers. As a matter of fact, the activities on the way to wisdom of the department assist our dreams and vision. The editorial board has acknowledged the enormous obligation of persistent commitment to the cause of academics and looking forward the valuable and applied suggestions to reach near to our endeavour.

With warm wishes.

A handwritten signature in blue ink, appearing to read 'J. U. Ahmed'.

(J. U. Ahmed)
Chief Editor, IJAMR

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Guidelines for Authors

The Journal

International Journal of Applied Management Research (IJAMR) is a bi-annual, peer-reviewed international journal published by the Department of Management, North- Eastern Hill University, Tura Campus, Meghalaya (India) and is committed in providing a platform to the academicians and practitioners of the globe to present their academic understanding and development in management and its allied areas to their counterparts across the globe.

Publication Process

The manuscript (research papers/articles/case studies etc.) submitted by the authors for publication will be initially reviewed by a review committee for its suitability. The committee reserves the right to reject/return any manuscript if it is found not suitable for publication without specifically mentioning the reasons for doing so. Manuscript found suitable will be sent to two or more reviewers for blind review. The compiled comments of the reviewer will be sent to the first author (unless otherwise specified) to make necessary corrections and modifications. The revised paper should be resubmitted within one month for publication. On publication each author will receive a copy of the journal free of cost.

Submission Guidelines

1. The paper should be original and unpublished work of the author(s). The paper should not be under consideration elsewhere for publication
2. Paper should focus on management and its allied areas with sound and rigorous methodology and analysis. The paper should be either concept based or empirical with practical applicability or policy implications.
3. The author(s) should send a soft copy of the manuscript in MS Word to journalmbanehu2012@gmail.com
4. The manuscript with 1.5 spacing must be typed on a standard A-4 size paper, with 12 font size and in Times New Roman. The margin should be 2.5 cm on all sides.
5. The first page of the article should have only the title of the article; name, designation, affiliation, address and contact details of the author(s). Except first page author's reference should not be found on any other page.
6. Second page should have title of the article and an abstract (not exceeding 250 words) clearly depicting the theme, objective, methodology and key findings and policy implications of the research. Around 5- 6 key words of the article should be written below the abstract.
7. All tables, figures, pictures, illustrations should be clearly numbered and should be placed immediately below its reference in the text of the article.
8. For all bibliographical citations and references, APA style of referencing should be followed.

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International Journal of Applied Management Research

The Department

The Department aspires to be an eminent Institution in the field of Education and research in the Region, engaged in building and promoting contemporary Management knowledge, Development of Management skills and inculcating professional attitude among motivated individuals of North-East in particular and of other parts of country in general for preparing them to assume positions of responsibility and leadership in all walks of mercantile endeavors. This spirit is very much enshrined in its beautifully crafted mission. The Department is established with an objective to provide the students with an appropriate combination of conceptual framework and practical insight into managerial challenges and business opportunities for grooming Managers of 21st Century. The issues relating to faculty, research and quality education constitute the core of an educational process. Management Education is no exception. The competency and dedication of teachers, the constant upgradation of the syllabus, the level and quality of inputs, performance levels are some of the basic determinants putting litmus to our performance. Department continuously invites business academics and professionals from industries to update our students with the latest happenings in more holistic perspectives

In its continuous effort to enrich the management discipline, the department introduces IJAMR with the following objectives :

Objectives of IJAMR:

- * To promote empirical research in various functional areas of management
- * To provide a platform to researchers/practitioners of management and its allied areas to disseminate new management models and theories.
- * To develop and reorient management thought process from inter and trans- disciplinary perspective.
- * To encourage research towards developing culture and nation specific management interventions.

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