**Dear Colleagues,**

## Subject. : Call for Research Papers for "AIMA Journal of Management & Research"

We are pleased to announce the next issue of our e-Journal "AIMA Journal For management and Research"(AJMR). AJMR is a quarterly theme based journal and is well appreciated by one and all. The Advisory and Editorial Board comprises of leading academicians and industry professionals. So far, we have brought out 50 issues on various themes and the same are available at <http://apps.aima.in/ejournal_new/index.aspx>.

**The theme for the current issue is dedicated to “COVID-19 Crisis: Challenges and Implication on Organisations”**

**Background Theme**

COVID-19 has proven to be one of the greatest pandemics of this century and it has not only dominated the lives of the people but also their livelihood. Almost all industry sectors in almost all world economies are impacted due to pandemic in the last one year. Policy responses, financial markets, business and consumer confidence has played a major role to shake off the economic disruption of the pandemic.

 A lot of valuable research has also been done across sectors/ disciplines to measure the impact, effect and implications of the pandemic on global business.

##### In the forthcoming issue of AJMR, we seek empirical and theoretical works on some of these subjects:

* Effects on various industry sectors particularly to the Health care sector and Pharmaceuticals sector
* Effect on the financial market , investment and commodity markets
* Government policies ,monetary policy, fiscal responses, market liquidity
* Innovation affected by COVID 19: digital transformation, supply chain, human resources policies, financial innovations, corporate governance and other issues related to planning for pandemics.
* Other COVID 19 related topics.

**Submission Process & Important Dates**

The word limit and the font for the article is specified in the guideline for manuscripts. You can view the current issue of AJMR on this link <http://apps.aima.in/ejournal_new/index.aspx>.

Papers will be reviewed following the AJMR double-blind review process. The submitted contributions should not have been previously published or currently under consideration for publication elsewhere. You can mail your article at [ajmr@aima.in](mailto:ajmr@aima.in)

Last date for submission: **01st February 2021**

Revision: **10th February 2021**

Up loading: **February third week**

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. Your article should reach us latest by **01 February 2021.**

I am looking forward to your support.

Best wishes,

**Dr. Anuja Pandey**

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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 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.in/ajmr@aima.in](mailto:apandey@aima.in/ajmr@aima.in)
* **Last day to submit Article/Research Paper/Case Studies is 01st February 2021.**

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

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