**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 51 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 ENVIRONMENTAL, SUSTAINABILITY, DIGITAL TRANSFORMATION: CREATING NEW BUSINESS MODELS**

**Background Theme**

The COVID 19 has disrupted the health, wellness, and businesses. Economies around the world are setting  up new development agenda, envisions a global economy with enlarged opportunities for everyone. Businesses are accordingly challenged to become more inclusive. What this involves in practice is anything but clear.

While COVID 19 coming to an end is still a distant dream, and probably this will stay with us forever in form of endemic. But the outbreak, spread and thereafter disruption to lives and businesses did teach us many management lessons. Genuinely, it accelerated the pace of digital transformation in all areas of businesses. Running business remotely became the new normal. A lot of old systems were replaced or updated in no time. This impacted not only the processes but the whole business models itself. Supply chain, sourcing, virtual office, and virtual verification became the in things. This has led to introduction of new business models.

Sustainability and environment change are another set of challenges disrupting the human lives and businesses in the similar ways: a difficulty we must plan for, deal with, and overcome every day. The COPR 26 made net zero a core principle for business. This great transformation will only be possible if we replace, at scale, the global economy’s productive asset base with non-emissive technologies.

While environmental sustainability, has often been claimed for providing a competitive advantage by encouraging efficiencies, attracting customers, and obtaining best use of resources. Environmental sustainability strategies can employ a low cost, a differentiated or a hybrid (a combination of the two) approach to creating a competitive advantage. The environmental and sustainability issues are not only creating challenges but also creating new business opportunities and business models.

And last but not the least digital transformation is considered to other catalyst in developing new business models.

Individuals and businesses alike are embracing the digital revolution. Social networks and digital devices are being used to engage government, businesses. This digital transformation is creating the opportunities to leverage information, connect with customer and partner, predict and mauves customer actions. But digital interactivity needs to be integrated into existing organizational capabilities. And how well this is done and leads to develop new business models is more important.

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

## ·         [Health, Safety and Environmental Issues](https://www.sciencedirect.com/science/article/pii/B9780080965321008153)

## ·         Sustainable business models

## ·         [Sustainable consumption and production -](https://www.sciencedirect.com/science/article/pii/S0959652616304085)

## ·         The sharing economy

## ·         Digital transformation

## ·         ESG and its impact on financial performance

**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: **27 November 2021**

Revision: **30th November 2021**

Up loading: **December 2021**

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 **27 November 2021.**

I am looking forward to your support.

Best wishes,

**Dr. Anuja Pandey**

Head-AIMA India Case Research Centre (ICRC)

Program Director - PGCM

Professor Marketing

Managing Editor AJMR

**All India Management Association**

15,Link Road,LajpatNagar,New Delhi-110 024

Ph. 011-47673000 Ext: 709

Email :[apandey@aima.in](mailto:apandey@aima.in)

**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 27th November 2021.**

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

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