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BIMTECH

Birla Institute of Management Technology (BIMTECH) is a leading educational institution in India imparting quality learning in the field of business management. The institution was established in 1988, under the aegis of Birla Academy of Art & Culture, Kolkata, India. BIMTECH is founded by Smt. B K Birla, Chairman, B K Birla group, and is currently led by Smt. Jayashree Mohta, Chairman, Board of Governors. Dr. Harivansh Chaturvedi is guiding the institution in the position of director.

The vision statement of BIMTECH focuses on 'developing ethical leaders with entrepreneurial and global mindset striving for sustainability and inclusive growth'.

BIMTECH Business Perspectives – Aims and Scope

BIMTECH Business Perspectives (BBP) is a platform that enables thought-leaders from diverse fields come together to address the crucial implications of current research in the areas of management studies. The journal has a special focus on the impact of cognitive psychology on management decisions and influence of emerging technology on managerial process. BBP prefers a qualitative research and mixed methods approach in answering research questions.

The journal aims to nurture debate among groups which have keen insights into managerial processes among various domains but have not been published earlier in more traditional journals. BP encourages inter-disciplinary studies that may evolve into new understanding of the subject. The journal encourages researchers examining business related issues especially, entrepreneurship, finance, human resource, marketing, operations management, and strategy. The journal inspires research papers examining dynamics of business in the background of fast changing global business environment.

Published twice a year, this journal is the official publication of Birla Institute of Management Technology (BIMTECH), Greater Noida, India

From the Editor's Desk

Dear Readers,

Welcome to the fresh issue of BIMTECH Business Perspectives (BBP). We are happy to inform you that BIMTECH has entered into an MOU with SAGE Publications for the management of BBP. From this issue onwards, the entire production management of BBP will be handled by SAGE. This is a very welcome development, and we hope that this will go a long way in enhancing the reputation of the journal.

From this year onwards, we are going to launch best paper awards to recognize notable contributions to the journal. Encouraging young researchers is a priority area for BBP. We are also initiating an award for young full time PhD scholars for contributing research papers in the journal.

To enhance the visibility and also to reduce the turnover time, we are introducing the online first from next issue of BBP. Now, we will complete the review process and publish the paper online within 30-45 days of receiving, subject to the acceptance.

A scholarly journal is always peer reviewed. At BBP, all papers are stringently reviewed by a competent and able peer group. To manage an increased inflow of papers, the journal needs a large number of competent reviewers. At BBP, we welcome reviewers' empanelment in all the area of business management.

This issue of BBP carries some very good research papers and a case in the area of business management. We will look for your feedback. Do write to us.

Jagdish Shettigar
Editor – in – Chief

Arindam Banerjee
Editor

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