

IITM Journal of Business Studies (JBS)

The Institute of Innovation In Technology and Management brings out “**IITM Journal of Business Studies (JBS) ISSN 2393-9451**. All the academic fraternity are requested to submit **research papers**; book reviews, summarized, completed or ongoing empirical work, theoretical inquiries, review papers, case studies and shorter research notes.

All submitted work must be original and not have been published elsewhere. Abstracts of about 250 words are required for all submitted papers. The full papers should not be less than 5000 words.

The Journal intends to bring together leading researchers and management practitioners from around the world. Topics of interest for submission include, but are not limited to:

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- Business policies, strategies, and performance
- Business and retail research
- Consumer behaviour
- Emerging advances in business and its applications
- Innovation and product development
- International business issues
- Management and retail marketing
- Marketing management and strategies
- Relationship management
- Risk Management
- Retail Management and communication

General Management

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- Management Development
- Accounting and Finance
- Business Ethics
- Strategic Management
- Marketing
- Operations Management
- R&D Management
- Business Economics
- Public Sector Management
- Research Methodology
- Business ethics and legal studies
- HRM and Retail Business Practices

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