



**Royal University of Bhutan**  
**Gedu College of Business Studies**  
**Chukha: Bhutan**



**BHUTAN JOURNAL OF BUSINESS AND MANAGEMENT**  
**ISSN-L 2079-7680 (Print)**  
**ISSN 2663-1784 (Online)**

**A PEER REVIEWED JOURNAL**

**CALL FOR PAPER**

**Bhutan Journal for Business and Management, Volume 3, (1), invites authors to submit the research papers, case studies and articles that are interdisciplinary in nature with reference to management science. The manuscript must be original and free from plagiarism and must not have been submitted elsewhere for publication.**

**IMPORTANT DATES**

Submission of manuscripts by email: on or before 15th October, 2019.	Submission of accepted and revised final manuscripts by the author: on or before 20th January, 2020.
Notification of acceptance, refusal or revisions required for submission to the author/s: on or before 31st December, 2019.	<i>Publication Date: 21st February, 2020.</i>

**ABOUT THE JOURNAL**

Bhutan Journal of Business and Management (BJBM) is an annual peer-reviewed journal published by Gedu College of Business studies (GCBS), Royal University of Bhutan. The journal was founded with prime objectives of meeting current needs of the college, university and country to promote cooperative research and constructive dialogue on contemporary business and administration issues in Bhutan and external world.

BJBM welcomes research articles on issues of current interest in management science, especially in the Bhutanese context. It publishes empirical papers, review papers, executive experience-sharing, comprehensive case studies and research notes which should produce significant insights of managing organizations.

**The Journal Aims to:**

- disseminate high quality latest thinking and research in the broad spectrum of management science.
- promote research in management science and provide an avenue to the researchers for dissemination of new research findings and exchange of ideas in management and administration issues and practice.

**Scope of the Journal**

The scope of publication encompasses all areas of management science that is general management, marketing, economics, accounting, finance, human resource management, organizational behaviour, logistic management strategies, technological management, entrepreneurship, business communication and environmental management.

All submissions and related correspondences should be addressed to:

**The Editor,**  
**Bhutan Journal for Business and Management**  
**Centre for Business Research and Entrepreneurship Development (CBRED)**

**Gedu College of Business Studies**  
**Gedu, Chukha**  
**Postal code - 21007**  
**Bhutan**  
**Phone: 00975-5-282425**  
**Email: [editorbjbm.gcbs@rub.edu.bt](mailto:editorbjbm.gcbs@rub.edu.bt)**

**BJBM Details: [www.gcbs.edu.bt](http://www.gcbs.edu.bt)**



# Royal University of Bhutan

## Gedu College of Business Studies

### Chukha: Bhutan



## SUBMISSION GUIDELINES

### 1. Order of Manuscript

Manuscripts should be submitted as per order: the title page, abstract, introduction, literature review, methodology, results & discussion, conclusion and implication, and references, as far as possible. All manuscripts should be submitted in soft copy.

### 2. The Title Page

The title of the manuscript should be short, accurate, and related to the central hypothesis/idea of the paper. The title page should also provide name, affiliation, and address of the author including e-mail address, telephone number and fax number of the corresponding author. In case of multiple authors, the cover page should also indicate the author to whom correspondence should be addressed. These pieces information should be centered in the middle of the title page. The name of the author/s should not appear anywhere else in the manuscript. In order to facilitate anonymous review of the papers, the author/s should restrict his/her information on the cover page.

### 3. Abstract

Following the title page, the author(s) should provide abstract on the immediate next page. The abstract should paraphrase the purpose of the research, the method used and principal results and major conclusions and implications. An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, references should be avoided, but if essential, cite the author/s and year/s. Also, non-standard or uncommon abbreviations should be avoided. The word limit for the abstract is 200 – 250 words. In addition, the abstract should follow 4 to 6 key words.

### 4. Format and Size

All papers should be typed on Microsoft Word-version, in Times New Roman, font size 12 for page size 18 cm x 24 cm (margin 2 cm top & bottom and 1 cm on left & right) typed in double spaced. Length of the paper should be 4000 to 5000 words. The font size of the Header & Footer must be 8.

### 5. Headings

Headings and subheadings must be capitalized and left justified. Use double space after the headings, before starting the next paragraph. Font size of the main heading and sub heading should be 16 and 12 respectively.

### 6. Tables and Graphs

All tables, figures and charts should appear in the original place in the text bearing serial number. Wherever necessary, the source should be provided at the bottom. Tables, figures and charts should be given with relevant titles.

### 7. References

References are to be with the American Psychological Association (APA), 6th edition. List of references should appear alphabetically on a separate page as per the format available on the college website ([www.gcbs.edu.bt](http://www.gcbs.edu.bt)).

## OTHER IMPORTANT NOTES

### Authorship

An author is a person who has contributed significantly to the preparation of a manuscript. The policy for authorship in BJBM shall be based on the following criteria: (a) major contributions to the conception, design, analysis and interpretation of the data for the work; (b) taking responsibility for any revision (major/minor); (c) final approval of the version to be published and (d) accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

### Confidentiality

Once manuscripts are submitted to editorial board of BJBM, they are considered as confidential material. The BJBM shall not disclose submitted manuscript (if accepted for review) to anyone except the corresponding author/s, editorial staff and actual reviewers. However, in suspected cases of misconduct, a manuscript may be reviewed by the College Research Committee (CRC) of the college.

### Misconduct

The misconduct would mean any violation of editorial policy of BJBM, not adhering to the manuscripts submission guidelines by the author/s,

not following publication ethics or any such policies specified by BJBM. Besides, any such activities that threaten or compromise the integrity of the research/publication process are considered as potential misconducts. All such cases of misconduct will be investigated both by editorial board and the CRC of the college.

### Authority Assignment

Author has assigned all publication rights to the Editors/Publisher.

### Publication fees and delivery:

There is no publication fee. Once the article is published in the respective volume, the author/s will receive one complimentary copy of BJBM in which their article/s is published. The soft copy of the same (only abstract) will be uploaded in the college website that is [www.gcbs.edu.bt](http://www.gcbs.edu.bt)

### Copyright

After the acceptance of the final manuscript, the respective authors will be required to submit the copyright form duly filled and signed. The copyright form will be sent to the authors along with the intimation of acceptance.

## Other Details

- After receiving the manuscript, author will get acknowledgment from the editor within 3 working days.
- Editorial board will review the manuscript before sending the same to expert for blind review.
- All submissions to *BJBM* undergo a process of double-blind peer review by subject experts. Contributors may be asked to revise and resubmit their manuscripts based on the recommendations of the reviewers. However, a request for revision and resubmission does not guarantee publication.
- The editor reserves the right to accept or reject an article for publication in BJBM and is under no obligation to assign reasons for this decision.
- Authors should ensure that the manuscript submitted to BJBM is not simultaneously submitted to any other journal/publisher/elsewhere for its possible publication.
- Plagiarism in any form is strictly prohibited.