



BJBM 2021

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



CALL FOR PAPERS

A PEER REVIEWED JOURNAL

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Bhutan Journal for Business and Management, Volume 4, Issue-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.

ABOUT THE JOURNAL

IMPORTANT DATES

November 15, 2020

Submission of Manuscript

January 31, 2021

Notification of Acceptance

February 20, 2021

Final Manuscript Submission

May 2, 2021

Publication

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:

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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 and Footer must be 8.

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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.

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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).

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- Editorial board will review the manuscript before sending the same to expert for blind review.
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