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.

**IMPORTANT DATES**

**November 15, 2020**
Submission of Manuscript

**January 31, 2021**
Notification of Acceptance

**February 20, 2021**
Final Manuscript Submission

**May 2, 2021**
Publication

**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.

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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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