

# BHUTAN JOURNAL OF BUSINESS AND MANAGEMENT

## A Peer Reviewed Journal

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### Call for Papers

*Bhutan Journal of Business and Management, Volume 6, Issue 1, invites authors to submit research papers 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.*

Submission of  
Manuscript

Notification of  
Acceptance

Submission of  
Final Manuscript

Publication

November 30, 2022

February 15, 2023

March 5, 2023

May 2, 2023

### 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 the 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 beyond.

BJBM welcomes research articles on issues of current interest in management science, especially in the Bhutanese context. It publishes empirical papers, which are expected to generate significant insights of/for managing organizations.

#### The Journal Aims to:

- disseminate contemporary quality research in management science; and
- promote research in management science by providing an avenue for dissemination of research findings through exchange of ideas and practices.

### Scope

The scope of publication encompasses all areas of management science like 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  
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# Submission Guidelines

## 1. Manuscript Structure

The structure of the manuscript, as far as possible, should be: title page, abstract, introduction, literature review, methodology, results and discussion, conclusion and implication, and references.

## 2. Title Page

The title of the manuscript should be short, accurate and related to the central idea of the paper. The title page should also provide name, affiliation and address including e-mail address, telephone number and fax number of the corresponding author. In case of multiple authors, the title page should indicate the author to whom correspondences should be addressed. The information should be centered in the middle of the title page. No such information should be mentioned elsewhere in the manuscript in order to facilitate anonymous review.

## 3. Abstract

Following the title page, the author(s) should provide an abstract on the next page. The abstract should paraphrase the purpose of the research, the method used, the result, and major conclusions and implications. As far as possible, citations should be avoided in the abstract, but if essential, it may be done. Non-standard or uncommon abbreviations should also be avoided. The abstract should be 200 – 250 words in length, followed by 4 to 6 keywords.

## 4. Format and Font

The manuscript should be typed in Times New Roman, font size 12, on Microsoft Word Document. The length of the paper should be 4000 – 5000 words.

## 5. Headings

Headings and subheadings should be in bold font and left justified.

## 6. Tables and Graphs

All tables, figures and charts should appear in the original place in the text bearing serial number. The formatting and labelling of the graphical representations should be done according to APA 7th edition.

## 7. References

Citations and References should be prepared according to APA 7th edition. List of references should appear alphabetically on a separate page as per the format available on the college website.

## 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.

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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 reviewers. However, in suspected cases of misconduct, a manuscript may be reviewed by the College Research Committee (CRC).

### Misconduct

The misconduct would mean any violation of editorial policy of BJBM, not adhering to the manuscript 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.

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### 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, the author will get acknowledgment from the editor within 3 working days.
- Editorial Board will review the manuscript before sending it to the reviewers.
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