

SURVEY

Quarterly Management Research Journal of IISWBM – India's First B-School

Indian Institute of Social Welfare and Business Management (IISWBM) is the first Business School of India as well as South East Asia. The precious journey of the Institute commenced on April 25, 1953 when it was formed by a resolution of the Syndicate of the University of Calcutta. The foundation stone of the Institute was laid by Pt. Jawaharlal Nehru, the first Prime Minister of India.

The auspicious moment of fifty years of its existence arrived on April 25, 2003 and remains as a landmark in the history of the Institute. The Postal Department of Government of India released a commemorative postal stamp in the name of IISWBM to celebrate its 50 years of service to the nation. IISWBM has got illustrious alumni including Mr.L.N.Mittal of Arcellor Mittal Steel, Late Dr. Sumantra Ghosal, former Dean of London Business School, only to name a few.

Our Institute publishes referred quarterly Management Research Journal – SURVEY to promote and disseminate knowledge and ideas in the complex multi-disciplinary management field. Its International Standard Serial Number (ISSN) is 0586-0008. The SURVEY has been also included in world's foremost premium research database service – EBSCO and would be available online also.

The journal publishes articles in the key functional areas of management viz, Marketing, Finance & Accounting, Human Resource, Information Technology, Transportation & Logistics, Energy, Environment, Health Care & Hospital, Retail, Production & Supply Chain and others related areas.

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CALL FOR PAPERS

SURVEY is a refereed management research journal at par with the best international journal on the subject. The Journal seeks manuscripts that exchange and widen multi-disciplinary knowledge pertaining to the management field.

Editorial Policy

SURVEY – A Management Research Journal endeavors to promote and disseminate knowledge and ideas in the complex multi-disciplinary management field. The Journal encourages theoretical and empirical research papers and articles of relevance to both academia and industry/corporate houses. In addition, the Journal invites manuscripts covering application of theory to real life management activities where findings would be of interest to researchers, executives, academicians and management students.

The Journal publishes articles in the key functional area of management viz. marketing, finance & accounting, human resource, information technology, transportation & logistics, energy, environment, healthcare & hospital, retail, production & supply chain and other related areas. Articles reflecting diversity, cross-functional nature of management and emerging concerns are also considered for publication.

Guidelines for Authors

- Manuscript should normally be of 15-20 typed pages including figures and tables, typed in double-space in 12-point font Times New Roman on A4 size paper in MS-Word format.
- The manuscript should be arranged in the following order:
 - Title page containing the title of the paper, author's name, designation, official address, contact phone/fax number, e-mail address and a brief biographical sketch of the author(s).
 - Abstract of not more than 200 words in italic font type along with the key words.
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A Management Research Journal of IISWBM - India's First B - School

ISSN: 0586-0008

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Volume 49, No. 1 & 2, January - June, 2009



Edited by Dr. S. N. Ray, Editor-in-Chief & Dr. K. M. Agrawal, Managing Editor,
SURVEY, Indian Institute of Social Welfare and Business Management,
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