



KRISHNAYAN

Krishnayan Journal is a bi annual publication of JP School of Business, Meerut, India. It is a double-blind peer-reviewed journal that publishes thoughtful contributions so as to offer insights and perspectives extending knowledge and understanding of interdisciplinary research in the area of social sciences, management, commerce, economics, education, banking, financial services, marketing management, human resource management or other behavioural sciences.

Call for Papers

Krishnayan is a peer-reviewed bi-annual publication of JP School of Business, Meerut. The journal is committed to publishing scholarly empirical and theoretical research editorials that have a high impact on the management field as a whole. Krishnayan encourages new ideas or new perspectives on existing research. The objective of the Journal is to disseminate knowledge, which ensures good practice of professional management and its focal point is on research and reflections relevant to academicians and practicing managers. It calls for papers in areas relevant to Management, Administrative Sciences, Business Administration, Marketing, Finance, Human Resource Management and Public Administration. For the ease of selecting areas, we have mentioned few areas below but the papers beyond the scope of these topic and areas are also welcomed to be considered for publication in our journal. We have a double blind peer review policy of reviewing research work submitted to us.

We accept to review:

- Research Papers
- Case Studies
- Book Review

Research Areas

Management, Human Resource Management, Strategic Management, Psychology, Advertising, Marketing Communication Issues, Consumer Behavior, Leadership Management, Organizational Development, Training and Development, Performance Management, Organizational Politics, Risk Management, Financial Management, Information Technology, International Marketing, Business Research Methodologies, Consumer and Personal Selling, Consumer Buying Behavior, Selling and Marketing Areas, Public Management Areas, Health Management, Services Marketing, Services Management, Economics, Economic Development, Strategic Issues, Marketing and Information Management, Enterprise Resource Management, Ethics, Entrepreneurship, Global Business Processes, Online Marketing, Conceptual and Theoretical Papers in Business, Logistics / Supply Chain Management, Marketing Management, E-Commerce, Islamic Banking, Engineering Management, Emerging issues in Finance, International Trade, Social Marketing, Banking, Public Policy, Public Administration, Public Finance, Social Policy, Pricing, Distribution Channels, Contemporary Economics, Insurance, Compensation Management.

Submit your articles to us via attaching them into e-mail and send them to krishnayanjpsb@gmail.com after reading our guidelines for authors.



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Guidelines to Authors

- a. The paper should be written in MS Word.
- b. The length of 3000-5000 words is preferred.
- c. The Research Paper must be single spaced, with 1-inch margins with “Times New Roman, Font Size 12, black”.
- d. In the first page of the paper (cover page), please provide full names (first, middle and last names) and full addresses (institute's address along with designation and correspondence address) along with email address of the author(s). The author's name or affiliations should not appear anywhere else in the body of the research Paper, because our peer-review process is blinded.
- e. The actual paper should commence from the second page containing the title followed by the abstract, keywords and the main paper. The author's name should not be mentioned anywhere except in the first page (cover page).
- f. The abstract, followed by relevant keywords, should not be more than 250 words and should adequately describe the work and highlight its significance. The abstract should only include text. Avoid the use of abbreviations and references in the abstract.
- g. Every Paper should be labelled as being :
 - A Research Paper
 - A Case Study
 - A Book Review
- h. Tables should be numbered consecutively. The title of the table should be placed above the table. The source should be indicated at the bottom. Please provide table(s) as real table(s) with rows, columns and cells.
- i. References should be included at the end of the paper.
- j. The primary heading should be in capitalized form (Uppercase), and boldface. The sub-headings should be in title- case capitalization (first letter of each word in capital) and in bold. The primary headings should be numbered as 1,2,3... with subheadings as 1.1,1.2,1.3.....,2.1,2.2...etc.



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