



SCHOOL OF BUSINESS STUDIES

UNIVERSITY OF KASHMIR

NACC Accredited Grade 'A++'

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Subject: Invitation for Submission of Original Research Papers for Peer Reviewed (Previously UG CARE Listed) journal "The Business Review with ISSN: 0972-8384"

Dear Researchers/Authors,

We are pleased to invite, academicians, scholars, researchers, practitioners, and subject-matter experts to submit their original research papers, conceptual papers, review articles, , case studies, and scholarly contributions for consideration of publication in the upcoming issue of the peer-reviewed Journal, "The Business Review" (Previously UGC CARE Listed) published by the School of Business Studies at University of Kashmir.

The journal provides a scholarly platform for disseminating high-quality research and encouraging academic dialogue across the domains of economics, commerce, management, and tourism. We welcome manuscripts that demonstrate originality, theoretical rigor, empirical depth, interdisciplinary engagement, and policy relevance.

We particularly welcome manuscripts within the journal's scope. Contributions may include, but are not limited to:

- Empirical research with robust methodology
- Conceptual clarity and theoretical innovation
- Policy relevance with a focus on developing economies
- Interdisciplinary insights, especially at the intersection of business, tourism and economic development
- Case studies and business innovations with real-world impact
- Short research communications
- Emerging and contemporary issues within the journal's subject area

Submitted manuscripts should:

1. Be original and contribute substantially to the relevant field of study.
2. Not have been published previously or be under consideration by another journal.
3. Follow the journal's prescribed manuscript structure and formatting guidelines.
4. Clearly state the research objectives, methodology, findings, and conclusions.
5. Provide appropriate citations and references for all sources used.
6. Maintain high standards of academic writing, ethical research practice, and scholarly integrity.
7. Comply with applicable requirements concerning plagiarism, research ethics, authorship, conflicts of interest, and permissions.

Important Information:

- ✓ Submission Email: editortbr.sbs@uok.edu.in
- ✓ Journal Affiliation: School of Business Studies, University of Kashmir
- ✓ Review Process: Double-blind peer review by qualified reviewers
- ✓ Publication Fee: No submission fee

We sincerely hope you will consider contributing to this issue and help us advance informed discourse in the field.

Warm regards.

(Prof. Mushtaq Ahmad Darzi)

Chief Editor

The Business Review