

Call for Papers

The Business Review

(A UGC CARE Listed Journal of the School of Business Studies, University of Kashmir)

About the Journal

The Business Review is a peer-reviewed academic journal (Previously UGC CARE Listed) published by the School of Business Studies, University of Kashmir. It provides a dynamic platform for fostering meaningful discourse among academicians, industry practitioners, and policymakers to engage with contemporary challenges and emerging opportunities across the fields of economics, commerce, management, and tourism.

The journal encourages contributions that demonstrate theoretical rigor, empirical depth, interdisciplinary engagement, and policy relevance. We particularly welcome submissions that offer:

- 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
- Sectoral case studies and business innovations with real-world impact

Guidelines for Paper Submission

Types of Contributions

- **Research Papers:** 6,000–8,000 words
- **Review Articles:** 5,000–7,000 words
- **Conceptual Papers:** 4,000–6,000 words
- **Case Studies / Practitioner Notes:** 3,000–5,000 words
- **Policy Commentaries:** 2,000–3,500 words
- **Book Reviews:** 1,000–2,000 words

Paper Structure (For Research Papers)

Submissions should generally follow this structure:

1. **Title Page**
 - Paper title
 - Author(s)' full names and affiliations
 - Email addresses and ORCID IDs (optional)
 - Clear designation of corresponding author
2. **Abstract** (150–250 words)
 - Summarizing purpose, methodology, key findings, and implications
 - 4–6 relevant keywords
3. **Introduction**
 - Background, problem statement, significance, and research objectives
4. **Review of Literature**

- Critical overview of relevant studies and theoretical foundations
- 5. **Research Methodology**
 - Description of data sources, sample selection, research design, and analytical tools
- 6. **Analysis and Discussion**
 - Presentation and interpretation of results, linkage to theoretical/practical implications
- 7. **Conclusion and Suggestions**
 - Summary of findings, contributions to theory and practice, limitations, and directions for future research
- 8. **References**
 - Follow APA 7th edition referencing style

Note: For **Review Articles** and **Book Reviews**, flexibility in structure is permitted.

Formatting Specifications

- Manuscript file format: MS Word (.doc or .docx)
- Font: Times New Roman, 12-point size
- Spacing: 1.5 line spacing
- Margins: 1 inch on all sides
- Alignment: Justified
- Tables and Figures: Numbered sequentially with appropriate titles and cited sources, embedded within the text

Permissions and Copyright

- Authors must clearly identify and appropriately cite all material reproduced from copyrighted sources.
- It is the author's sole responsibility to obtain permissions and pay any associated fees for copyrighted material.

Ethical Guidelines

- Submissions must be **original and unpublished**, and must not be under consideration elsewhere.
- The **similarity index** must be **below 10%** (Turnitin or URKUND report is preferred).
- Ethical clearance certificates are required for research involving human participants.
- Authors must disclose any conflicts of interest.

Review and Decision Process

- All submissions undergo **double-blind peer review**.
- Initial editorial screening is conducted for scope, formatting, and plagiarism.
- Typical turnaround time: **4–6 weeks** from submission to first decision.

Publication Fee

- **No submission fee.**

Submission Details

All manuscripts and editorial correspondence should be addressed to:

The Editor in Chief

The Business Review

School of Business Studies, University of Kashmir
Srinagar – 190006, Jammu and Kashmir, India

Email: editortbr.sbs@uok.edu.in

Subject Line for Email: Submission – [Manuscript Title]

We invite original and thought-provoking contributions that aim to shape scholarly debate, inform policy, and offer practical insights in the interconnected domains of economics, business, and tourism.

We look forward to receiving your valuable submissions!