



Office of the Dean
School of Business Studies

University of Kashmir, Hazratbal, Srinagar-190006
www.kashmiruniversity.ac.in, www.kashmiruniversity.net

Prof. Nazir Ahmad Nazir
Dean

Cell No. 9419426408; 7006945973
E-mail: deansbs@uok.edu.in

Sub: Empanelment of the faculty journal, The Business Review in the UGC Care list.

Dear Sir/Madam

It is a matter of great pleasure to share with you that our faculty journal, The Business Review with **ISSN 0972-8384** has been **empanelled in the UGC care list**. It's indeed a significant achievement that reflects the hard work and dedication of the editorial team and contributors who believed on our assurances that this journal will get **empanelled** sooner or later. It is the trust and confidence the contributors reposed on us particularly during the last three years (being the evaluation period) that played a crucial role in achieving this ever desired feat. **I salute their trust and support**. Let me also put on record that the journey of the publication of **The Business Review** has yet to touch the final horizons where the academicians of scholarly standing like **YOU** would feel and find it as **YOUR** preferred research outlet and the current **Empanelment** will surely pave the way for it.

All in all, I on **my personal behalf** and on behalf of the **editorial team**, extend heartfelt congratulations to all those who have contributed to the journal's success through their valuable articles and unflinching support in various capacities from time to time.

Thank you once again!

Yours Sincerely

Sd/-

Prof. Nazir Ahmed Nazir
Chief Editor, The Business Review
Journal of the School of Business Studies
University of Kashmir, Srinagar



Office of the Dean
School of Business Studies

University of Kashmir, Hazratbal, Srinagar-190006
www.kashmiruniversity.ac.in, www.kashmiruniversity.net

Prof. Nazir Ahmad Nazir
Dean

Cell No. 9419426408; 7006945973
E-mail: deansbs@uok.edu.in

The School of Business Studies publishes a bi-annual journal, **The Business Review** with ISSN 0972-8384 since 1994. **The journal which is empanelled in the UGC- Care list** has served as a platform of research outlet to the researchers to publish their original research work both empirical and theoretical in nature. It is heartening to state that during its long journey spanning over almost three decades, it has captured every phenomenon that has influenced economic, business and management paradigm through the realms of research. In addition to research papers and articles, the journal leaves ample scope for case studies, communications, book reviews and the like. In view of the fact that we have come a long way in the publication of this journal, we take this opportunity to invite you to contribute your papers, articles, communications, survey reports and the like **by or before 31st May 2024** for the upcoming issue of the journal: Jan-June 2024. You may mail your contributions on deansbs@uok.edu.in and or editorbr.sbs@uok.edu.in. For your kind information, your submission is subject to double blind review process for ensuring the quality of the publications in the journal. **The journal is published both in print as well as in online format.**

The Editorial Board looks forward to your academic contributions for the forthcoming issue. We hope you will continue to have your research published in our esteemed faculty journal strictly in accordance with the guidelines attached herewith. You are further requested to share this message with your other colleagues, scholars and the practitioners.

Looking forward to your participation.

With warm regards

Sd/-

Prof. Nazir Ahmed Nazir
Chief Editor
The Business Review