



Subject: Call for Papers | *The Business Review* (Previously UGC CARE Listed) ISSN 0972-8384

Dear Colleagues,

Greetings from the *School of Business Studies, University of Kashmir*.

We are pleased to announce the **Call for Papers** for the upcoming issue of **the Journal, *The Business Review***—a peer-reviewed platform dedicated to fostering critical dialogue among **academicians, practitioners, and policymakers** in the domains of **economics, commerce, management, and tourism**.

We welcome original research papers, review articles, case studies, and policy commentaries that offer theoretical depth, empirical rigour, and practical relevance.

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

◆ **Submission Email:** editortbr.sbs@uok.edu.in

◆ **Journal Affiliation:** *School of Business Studies, University of Kashmir*

◆ **Review Process:** Double-blind peer review

◆ **Publication Fee:** No submission fee

The **detailed Call for Papers and submission guidelines** are attached for your reference. We sincerely hope you will consider contributing to this issue and help us advance informed discourse in the field.

We also request you to kindly **circulate this announcement** among your professional networks, research scholars, and colleagues.

Warm regards,

(Prof. Mushtaq Ahmad Darzi)

Chief Editor

The Business Review

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Note:- Any earlier submission for consideration in the upcoming issue of Journal be resubmitted on the above stated e-mail.