



POKHARA UNIVERSITY
FACULTY OF MANAGEMENT STUDIES
SCHOOL OF BUSINESS

Pokhara, Nepal



Ref. No.

The Journal of Business and Management
School of Business, Pokhara University

Date: November 19, 2021

Call for Papers

The Journal of Business and Management (JBM) is an annual peer-reviewed journal published by the School of Business, Pokhara University, Nepal. It aims to publish papers of high quality, originality, and relevance to appeal to leading researchers and professional managers. We are pleased to announce a call for research papers to the new issue (Vol. VII, Issue I, 2021) that focus on quantitative and qualitative analysis of any pertinent area(s) of business and management relevant to developing nations based upon original ideas and research. The journal publishes research articles in the following areas but not confined to:

- Accounting and finance
- Marketing
- General management
- Human resource management
- Applied economics
- Strategic management
- Industrial relations
- Tourism
- Entrepreneurship
- Corporate governance
- Operation management
- Organizational development
- Project management
- Other disciplines provided an application to management.



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The papers should have a substantial contribution to the business and management sectors. It should be empirical, technically well-crafted, within the scope of the journal, and original. All papers will be double-blind reviewed following the journal's review policy.

Important Dates:

Final date for manuscript submission: December 31, 2021

Review process: January 1 to February 15, 2022

Reviewer's comments notification: February 16 to February 20, 2022

Resubmission of corrected papers: February 28, 2022

Final selection of articles for publication: March 10, 2022

Journal publication: March 31, 2022

Author Guidelines for article

1. Articles must be original research-based, not previously published in part or whole, not previously accepted for publication, not under consideration by any other publisher, not previously reviewed by the JBM, and not be submitted elsewhere until a decision is reached regarding their publication in the JBM.
2. Articles are reviewed if and when a paper is accepted for publication, and authors automatically transfer copyright to the publishers.
3. Articles must be in English, double spaced, typed in times new roman font, font size 12 with 1-inch margin in all four sides left justified and printed on one side of the paper only. All pages should be numbered consecutively. Titles and sub-titles should be short as possible.
4. Authors must keep their articles as concise as possible, and finished papers should be between 4000 to 6000 words in length, including illustrations and tables, which should be kept to a minimum.
5. Presentation is crucial, and the paper must be well-organized and consistent in style throughout. The methodologies, results, and findings should be highlighted to demonstrate innovativeness.
6. **Format for the cover page of the article** (Strictly recommended)
 - (i) **The title**
 - (ii) **Author's information:** name(s), position(s) address(s), institutional affiliation(s), email address(s)
 - (iii) **Abstract** (Overall 200-300 words)
 - Background
 - Objectives

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- Design/Methodology/Approach
- Findings (trends, relative change, or differences)
- Conclusions (Practical and social implications)
- Keywords (not more than five words or phrases)
- JEL Classification

Sub-titles are written

7. Format for the article (Strictly recommended)

(i) Introduction

Background (Concept, context, problem statement), Research questions, Research objectives, Hypothesis (if any), Rationale of the study

(ii) Review of Literature

Theoretical Review
Empirical Review
Research Gap
Conceptual Framework

Sub-titles are written

(iii) Materials and Methods

The study area (Significant physical and biological features)
Design/Approach/Methods
Data collection (Protocol and techniques)
Data analysis (Qualitative and statistical procedures)
Duration of the study

Sub-titles are written

(iv) Result and Discussion

Demographic status
Descriptive analysis
Inferential analysis
Results of hypothesis (if any)

Sub-titles are written

(v) Conclusion and Recommendation

Aim of the study, Major findings, Recommendation, Research gap, and further research avenues

(vi) Acknowledgements (Optional)

(vii) References (APA 6th edition guidelines)

8. All but concise mathematical expressions should be displayed on a separate line. Equations must be numbered consecutively on the right margin, using Arabic numerals in parentheses.
9. Tables, graphs, and diagrams should be numbered consecutively in the text in roman numerals and printed in separate sheets. Explanation on tables, graphs, and diagrams should be clear and brief as possible.
10. Submissions can include a supplementary appendix, including extra tables, graphs, diagrams, data descriptions, etc.



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11. Submissions that deviate from the above guidelines will be returned to the corresponding author by the editorial assistant.
12. Submissions of a manuscript with MS Word format must be made in email attachment which should confirm our style guidelines and be submitted to:

The Editorial Board
The Journal of Business and Management
School of Business, Pokhara University
P.O.Box No: 201, Pokhara, Kaski, Nepal
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Email: editor.jbm@pu.edu.np

Thank you for considering JBM- The Journal of Business and management as a publication outlet.

We look forward to reviewing your research effort.