



## ***Special call to new authors!***

Writing and publishing your first research paper has always been a challenge for new academicians.

DAIMSR being the oldest institute and *ACUITAS* being the first journal of management research in the region, we thought it is our responsibility to promote quality research among industry, academia and alumni.

We take this responsibility to call for your first papers to be included in the forthcoming issue of *ACUITAS – The Journal of Management Research* (ISSN: 0975-9564). We understand that there can be a need of handholding for new authors. We promise that our team of reviewers shall help you out in improving the quality of your submission.

We are attaching a standard paper to be referred for style and format. Let us work together to promote the culture of research in the region.

Let us make a *beginning!*

We are waiting to review your submissions. Please note that last date of submission of full paper is ***15<sup>th</sup> June, 2018.***

The seasoned authors are also welcome to submit their research and cases.

Thanking you in anticipation...

Team *ACUITAS*

DAIMSR

# ACUITAS

**The Journal of Management Research**

## **Aims and Scope**

Acuitas is the Latin word which means *sharpness of the vision*. While meeting its high academic quality standards it carries an eclectic and diverse mix of papers from every field of management. Its objective is to disseminate knowledge of interdisciplinary research and cross-functional issues.

Acuitas - The journal of Management Research is a bi-annual journal of Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi Nagpur. It is a peer reviewed National journal. Addressed to management practitioners, researchers and academicians.

Acuitas aims to engage rigorously with practices, concepts and ideas in the field of management, with an emphasis on providing managerial insights. The journal is an, academic endeavour, committed to encouraging research in the management field. The journal provides the forum for the dissemination of new ideas and innovation in every field of management.

