



Deccan Education Society's  
Brihan Maharashtra College of Commerce (Autonomous), Pune-04

## *Brihan : A Research Journal*

### Call for Research Papers

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Brihan - A Research Journal is a double blind peer reviewed journal published bi-annually by Deccan Education Society's Brihan Maharashtra College of Commerce (Autonomous), Pune with **ISSN 2250 – 270X**.

**We welcome empirical papers, conceptual papers, case studies, and research notes relevant to the following broad areas:**

- i) Human Resource Management, ii) Marketing Management, iii) Operations Management
- iv) Banking and Finance, v) Accounting, vi) Business Studies, vii) Economics, viii) Entrepreneurial Studies, ix) IT and IT enabled services
- viii) Any other subject area relevant to the Management, Social Sciences and Humanities, and Industry Research.

#### • Guidelines for the authors:

- i) Manuscripts should be typed in Times New Roman, 12 Font size, 1.5 line spacing, with 1 inch margin on all sides.
- ii) Cover page: It should have the title of the paper, author/s name/s, address, contact details, email address. Please restrict author related information on the cover page itself to ensure double blind peer review process.
- iii) Manuscript title should be mentioned in 16-point times new roman font, bold typed, centered and fully capitalized.
- iv) Cover page should be followed by abstract of the paper not more than 150 words and 4-5 key words in alphabetical order.
- v) All the figures, tables or exhibits should be separately numbered. References should be given APA 6th edition format.
- vi) Footnotes and endnotes: Do not use footnotes. Minimize endnotes.
- vii) Revised manuscripts: At the end of the double-blind peer review process, the editor will inform you about the acceptance or rejection of the manuscript. The author is supposed to incorporate the modifications suggested by the reviewers.
- viii) Word limits: Empirical/Conceptual Paper-3000-5000 words, Case study/Research note-2000-3000.
- ix) No publication charges are applicable.
- ix) Manuscripts should be sent to [brihan@bmcc.ac.in](mailto:brihan@bmcc.ac.in)
- x) In case of any queries, please mail to [editorbrihan@gmail.com](mailto:editorbrihan@gmail.com) or WhatsApp to 8698847627

**The Editor,**

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