

**Notice for Inviting Articles and Book Reviews for Business Analyst,
a Peer-Reviewed Journal of
Shri Ram College of Commerce, University of Delhi**

16 April 2021

Dear Scholars

The next issue of Business Analyst (ISSN 0973-211X), a peer reviewed journal of SRCC is scheduled for publication in July 2021. I invite your contributions in the form of research articles and/or book reviews. The research articles must make original contribution to the existing body of knowledge through the investigation of existing theories (either empirically or theoretically) or developing a new theory. The review article also must have a title of its own based on the findings and approach of the book under review.

Area of Economics

Your article can be from any area of economics providing an insight into the functioning of global or national economy and implications for policy making for a better and sustenance oriented economic equilibrium.

Area of Commerce

Your articles may also be from any area of commerce contributing towards better understanding of different aspects of finance, accounting, marketing, operations and management dimensions of firms or markets with a conclusive approach either empirically or theoretically.

Format of Articles

Articles should be typed in double space with font size 12 of New Times Roman. The contributions preferably should be within the maximum limit of 6000 words inclusive of bibliography and graphs.

Last date

The last date for sending your contribution is 31 May 2021. Soft-copy of articles and reviews should be sent to business.analyst@srcc.du.ac.in with cc to naveen.mittal@srcc.du.ac.in. You are also required to send a signed application in pdf format in which it should be mentioned that "This contribution is original and has not been sent for publication anywhere else."

Decision to publish the articles

The decision to publish the articles by the editorial board is based on reviewer's recommendations and report of plagiarism check software.

Future plans

We are also in the process of bringing Business Analyst in association with the International Publications for better viewership of the published articles and their citation.

It will be really very kind of you to spread this information to other scholars as well.

Sincerely

Dr. Naveen Mittal

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