

FROM THE EDITOR-IN-CHIEF'S DESK



It is with profound pleasure and humility that we celebrate the launch of second edition of our Journal *Applied Management Perspectives*. I extend a welcome to the readers of this Journal and thank our anonymous reviewers, authors, and editors who have contributed and made this edition possible.

It was founded with an aim of contributing significant insights and applications in the area of management. With a broader audience in mind, this ISSN online Journal covers major domains with target reader audience of academicians, practitioners, policy makers, consumers, and other societal stakeholders. We welcome contributions that can demonstrate practical usefulness, particularly contributions that take a multidisciplinary / convergent approach because many real world problems are complex in nature.

With a focus on thought provoking research dissemination, its main objective is to advance the application of varied perspectives across domains leading to enhancing the level of application phenomena. The Journal accepts high quality papers, case studies, and reviews regardless of the method or level of analysis that make significant contributions to various domains. The journal publishes both empirical and conceptual papers as long as these are highlighting innovative findings and lending deeper insights into the application of management perspectives.

With an extensive network of expert peer reviewers whose review is constructive and rigorous, *Applied Management Perspectives* follows ethical policies in order to ensure that our publications are original and of substantive contribution to high quality. As it is an online journal, it ensures that it is easily discoverable and accessible. With highly experienced and scholarly members in its Editorial Board, the Journal gains from their experiential and research learnings and suggestions. Aiming to be listed in index like Scopus, the Journal endeavors for support from experienced researchers and welcomes them to submit their papers that are of high quality.



In order to ensure quality, we have a rigorous process in place. On submission of paper, your paper is assigned to a Board member who decides whether the paper should proceed further- if yes, your paper is handed over to a member of editors' team who take charge of ensuring that it undergoes the double-blind review process. The Board may also decide that a paper should be rejected as it does not meet the quality standards of our Journal.

Other than our focus on publishing quality inputs, our competency is providing a professional and courteous experience at each stage of the review and publication process. Timely responses to your queries, sharing detailed feedback submitted by reviewers, and showcasing your paper in a professionally published Journal are some of the milestones that you will experience in your journey starting from submission of paper to final publication if your paper is accepted. We take care to protect rights of every author and mandate that you ensure have received, written permission to use any material in your manuscript that has been created by a third party. In addition, our editors and employees work hard to ensure the content we publish is ethically sound.

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