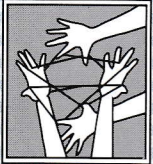


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From Editor's Desk

Dear Readers,

We are glad to present fourth issue of Jidnyasa. Research leading to Ph.D. at University level is in turbulent environment. UGC has published detailed guidelines mandatory for all Universities across the country. Universities are in the process of framing regulations. The process has raised several questions : how far should research be a mechanised regulated process? What should be the roles of research students and the guide in this process? What do we mean by multi disciplinary and cross disciplinary research?

We hope these questions will be duly addressed in the next few months. Till then, wish you success in research projects of your choice!

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**CALL FOR CONTRIBUTION OF PAPERS / RESEARCH ARTICLES
FOR 'JIDNYASA' FEBRUARY 2011**

Research is one of the effective developmental activities in Business schools. We publish 'Jidnyasa' to bring on a common platform the various themes, spheres and knowledge areas in which research can be conducted.

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We are inviting research papers, conceptual articles, synopsis of PhD thesis, book review from

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Guidelines to the contributors:

- The contributors may choose any area/theme/subject of interest for research purpose in the field of management as topic of the paper/article.
- The author/s should submit the full length paper (not exceeding 3000 words), font size 12, single line spacing and double space between paragraphs on A-4 size paper with 1 inch margin on all sides. The full text including main paper, bibliography and appendices, if any, should not exceed 10 pages of A-4 size. The title of the paper should be in capital font.
- A soft copy is to be mailed on the email-id mentioned below. A hard copy should be sent by post/courier to the address mentioned below.
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- All contributions will be review by an expert panel of referees.
- The decision of the panel of the referees is final and binding.
- The acceptance of the articles for final publication will be intimated to the respective authors.
- The last date of receiving the articles/papers is 15th October 2010.

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