ARTICLES

- 133 INTEREST, INVESTIGATION & IMPACT ON TRAINING FOR BETTER BUSINESS IN BPO'S. (WITH REFERENCE TO CORPORATE SECTOR IN COCHIN)

 Augustine David Jayaseelan¹
- 140 MAGGI SAGA IN INDIA: AN ETHICAL ISSUE OR UNCONTROLLED VIRAL MARKETING! Saroj Kumar Sahoo¹, Uma Sankar Mishra², Sandhyarani Sahoo³
- 146 A STUDY ON THE KNOWLEDGE OF IFRS AND IAS IN VARIOUS SECTORS Akshay A¹, Devi L²
- THE STUDY OF IMPACT OF ONLINE SHOPPING ON CONVENTIONAL SHOPPING METHODS BY TODAY'S YOUTH WITH RESPECT TO CLOTHING AND ACCESSORIES

 Archana Singh¹, Jyoti Namdeorao Meshram²
- ADOPTION OF NAIS BY THE FARMERS TO COPE UP WITH AGRICULTURAL RISKS IN THE DISTRICT OF NORTH 24 PARGANAS, WEST BENGAL: AN ANALYTICAL STUDY

 Avik Chattopadhaya¹, Subrata Ray²
- 159 NEED FOR SUSTAINABLE DEVELOPMENT: A HISTORICAL PERSPECTIVE Gaurangi D. Gujar¹, A. A. Attarwala², Sandeep R. Sawant³

Avik Champarham

ladbm.com Editorial

'Journal of Advances in Business Management' is a double-blind peer-reviewed, open-access journal published with the aim of publishing scholarly articles in the field of business management.

Journal of Advances in Business Management' provides an academic platform for professionals and researchers to contribute innovative work in various fields of business management. Journal of Advances in Business Management' publishes articles that reflect the latest research and developments in both theoretical and practical aspects of business and management.

The science of managing a business, efficiently, is evolving constantly. As the world of business is exploding with new models of business, the science of managing these businesses also has to evolve at an extra ordinary pace. The days of traditional businesses have given way to new age businesses like e-commerce and social networking. In this age of internet, globalisation and global village, new ways of managing business are bound to evolve.

We would like to be the journal which records all these new changes and contribute our bit towards this exciting field. As a journal, we will not judge the author by who he is. Sometimes, great change comes from little known scholars who later on become icons in their fields.

Come and publish with us. We will record all your findings.

Features of this Journal-

- 1. Aim of this journal is to publish articles related to Business Management. JADBM accepts articles from the following fields-
 - · Corporate Governance.
 - Human Resource Management.
 - Strategic Management.
 - · Entrepreneurship.
 - · Marketing.
 - · e-Business Services.
 - Information Technology Management.
 - Production & Operations Management.
 - Financial Management.
 - Decision Analysis.
 - · Management Research Methods.
 - Managerial Economics.
- 2. Acceptance rate is 60%.
- Average time between submission and final decision is 30 days. Average time between acceptance and publication is 10 days.
- All articles will be screened for plagiarism. Authors are advised to include citations to all resources they have referred while preparing the article. All issues of plagiarism will be dealt with as per COPE guidelines.
- 5. Reliable double blind peer review. All articles will be sent to three reviewers. Two out of three reviewers should accept the article for publication.
- 6. Open Access Journal- Full text of all articles will be available without login.
- 7. Regular publication quarterly.
- 8. Available both in print and online formats.
- Greater emphasis on references and citations.
- 10. Improved content and English language editing.
- 11. Bibliographic information-

eISSN- 2395-7441 pISSN- 2395-7328

JADBM is Indexed/ Reviewed in the following Resources-

- 1. Google Scholar.
- 2. InfoBase Index (IBI Factor 2015- 2.8)
- J-Gate.

Avix Chanopathago.

1