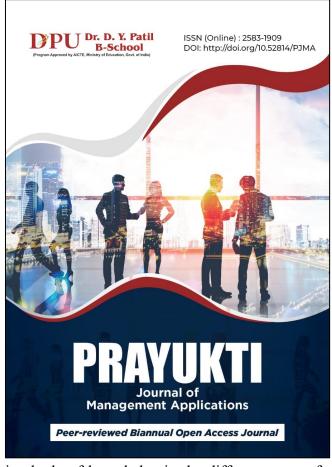
CALL FOR PAPERS

Authors are invited to submit articles, research papers, abstracts of doctoral dissertations, book reviews, case studies, short communications and bibliographies that are interdisciplinary in nature as well as those within the major disciplines, including: banking and finance, financial marketing management, management, international business management, general management, human resource management, operations management, data analytics, sustainability, economics, business ethics, entrepreneurship, etc. for Prayukti - Journal of Management

Prayukti – Journal of Management Applications (PJMA), which is a peerreviewed bi-annual open-access journal of Business, Management, and Accounting,



being brought out to contribute to the existing body of knowledge in the different areas of Management by providing a platform and bringing forth the Academia for the new and innovative ideas and research papers.

The author(s) can submit the soft copy of the manuscript in MS Word format after preparing the same as per submission guidelines at: **pjma.bschool@dpu.edu.in**. In case of any queries, please feel free to contact.

The Editor-in-Chief

Prayukti – Journal of Management Applications (PJMA)

Email: pjma.bschool@dpu.edu.in

Mobile: +91 9604136798 (WhatsApp only)

Website: https://bschool.dpu.edu.in/pjma.aspx

DOI: http://doi.org/10.52814/PJMA