

EDITORIAL POLICY

Symbiosis Institute of Management Studies

Symbiosis Institute of Management Studies (SIMS) is one of the top-ranked B-Schools of the country. SIMS is UGC approved, and ISO certified (ISO 9001:2015). SIMS is a constituent of the prestigious Symbiosis International (Deemed University). Symbiosis International (Deemed University) has been accredited with A++ by National Assessment and Accreditation Council (NAAC). CSR GHRDC B-school Survey 2022 ranked SIMS as No.1 amongst the Top Leading B-Schools of Super Excellence in India. CSR GHRDC B-school Survey 2023 ranked SIMS as No. 2 in the state of Maharashtra amongst private institutes in India and No.6 in Top Private B-Schools in India.

SIMS is an accredited Centre for Corporate Governance of the National Foundation for Corporate Governance (NFCG) for conducting research projects and seminars for SMEs in and around Pune. SIMS is a programme implementing agency of the Department of Science and Technology (DST) for Entrepreneurship Education. SIMS is the only successful example of a public-private partnership existing in higher education between Symbiosis International (Deemed University) and the Ministry of Defence.

Since the year 2008, Symbiosis Institute of Management Studies has been taking out an annual journal, Jidnyasa (ISSN: 0976-0326 Jidnyasa), which publishes management papers (empirical, conceptual and review), Case Studies and Book Reviews. The journal was taken out as a bi-annual one from June 2015 to December 2023. The journal has regained its annual format since 2024.

The journal is named as Journal of Applied Management - Jidnyasa

Jidnyasa in Sanskrit means a thirst for knowledge – the meaning that profoundly resonates with the core ideology behind any institute of learning in the world. The journal is a rich source of information on the various practices in the business world today. It is a compendium of knowledge gathered from faculty (both in-house as well as external), students and representatives from the industry; and is indicative of the direction in which the corporate world is heading. The dynamic business scenario requires us to have clarity of vision, which can only be achieved through enriching our perceptions. Jidnyasa helps us in realizing this vision.

Jidnyasa has been launched with a dual objective. The first objective is to nurture a culture of disciplined and focused research amongst student managers and academicians. The second objective is to provide a medium for industry practitioners to enrich themselves from the research and viewpoints of scholars and experienced industry persons and apply them with suitable modifications and situations they are called upon to handle.

The Editorial Board

The journal has an editorial board comprising high-profile people from academia and industry across the globe.

The Reviewers' Board

The journal has a reviewers' board that includes experienced academic research reviewers.

The Process of Review

Every manuscript submitted to the journal goes through a double-blind peer-review process. Based on the reviewers' recommendation, the editors take the decision to accept, revise or reject the paper.

The Plagiarism Policy

The journal is committed to the promotion of academic integrity and the prevention of plagiarism regulations of the university grants commission (UGC). The submissions, if found suitable as per the aims and scope of the journal, are subjected to a plagiarism check through Turnitin software. The submissions having an overall similarity index of equal to/ less than 10 per cent are considered for further process.

The journal abides by COPE Guidelines.