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FROM THE DESK OF THE EDITOR

Greetings and best wishes,

Time flies, after fourteen years of regular publication 15th issue of Gurukul Business Review (GBR), 2019 is tabled for you all, but this time in a new avatar and with some great news.

- Now the GBR is having its own dedicated website www.gurukulbusinessreview.in
- The paper submission process is now online through the website mentioned.
- The abstract in the paper needs to be in a structural format (check author's section and manuscript requirements on the website).
- The referencing style has changed, earlier we use to refer APA but now we follow the Harvard style of referencing (For detailed changes please visit the website of the journal).
- GBR follows the Committee on Publication Ethics (COPE) guidelines. GBR has adopted COPE's best practice guidelines for dealing with ethical issues in a journal.
- A gentle reminder on payment policy of GBR. The journal does not charge any fee from the authors for publication. However, to subscribe it within India, you have to bear a nominal cost of Rs 200/Annually for Institutions, Rs 100/Annually for Individuals and Rs 75 for Alumni. The subscription fee for bodies outside India is \$15 Annually.
- One of the refreshing news for the stakeholders of GBR is that now we are indexed in two more databases. One Web of Science Group (ESCI) and second, Indian Citation Index (ICI) other than Cabell's Directory, Inc.
- The journal impact factor has climbed to 2.82 from 0.75, courtesy IIFS.

One of the prime reasons for the structural change is to meet the international standards and UGC guidelines, and be progressive in the competitive world of publication. The result was the indexing of GBR in above mentioned databases of international repute. To maintain the progress, we are now targeting SCOPUS and Emerald. With your wishes and quality research papers hope we will be able to make it in coming years.

The 15th issue of GBR received papers from India and abroad, touching the themes: Organization aesthetics, self-esteem, personal reputation, job satisfaction, leadership and its impact on women, cognitive dissonance, financial inclusion and sustainable economic development.

Complying to the structural changes and difficulties faced by the authors in the restructuring process, I really take this opportunity to thank all the contributors and readers of GBR for making it an astounding success. As an editor, I also want to thank the university administration authors, board of editorial advisors, board of editorial reviewers, my managing editor, associate managing editor, the faculty members, and the research scholars of FMS especially for this issue, Mr. Aditya, Ms. Apoorva, Ms. Deeksha and Ms. Kirti for their contribution that has really made the journey to complete uninterrupted fifteen years of its publication.

As now we are ready for the 16th issue of GBR-2020, we ring the bell of *call for papers-GBR 2020!*

Thank you for your time and consideration. Be our partner and make this journal a part of your life of ideas, thoughts and practice.

Happy Reading.

(V.K. Singh)

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Professor Dinesh Bhatt
Registrar
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