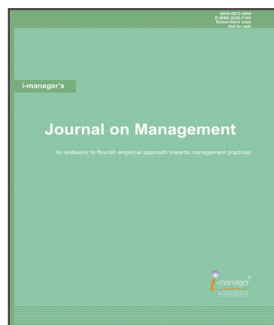


Basic Profile | Journal on Management



Magazine Title	:	Journal on Management
Frequency	:	Quarterly
Language	:	English
Category	:	Journals on Various Topics
Subcategory	:	Management
Version	:	Print Version
Publishing Country	:	India

Subscription Packages for Indian Subscribers

Year(s)	No. of Issues	Print Version	Digital Version	Print + Digital
One	4	₹ 3000.00	₹ 1000.00	₹ 3200.00
Three	12	₹ 8000.00	₹ 2500.00	₹ 9000.00

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This era of competitive business environment demands a more visionary approach to understand the various sectors and fields of business. Our incessant search in this field prompted us to launch i-manager's Journal on Management, to reflect the thoughts and knowledge of researchers and academicians to transform the outlook and notions pertaining to Management Education worldwide. i-manager's Journal on Management induce a spirit of zeal in the minds of the younger generation to move fast in this competitive world, both in educational and professional front as well.