



Pandemic Editorial Team Profiles

Dr. Amarjeet Kaur - Editor-In Chief



An accomplished academician; an exemplary leader and an action-oriented self-motivated individual; Dr. Amarjeet Kaur has nearly three decades of experience in education and food industry. She is currently working as professor of Accounting; Dean, Faculty of Commerce & Management and Director, Foreign Students Cell at Gurugram University, Gurugram, India. She holds a Ph.D. in Commerce from MD University, Rohtak, India and is a Certified Management Accountant (CMA) from the Institute of Management Accountants (IMA), USA. She has dual master's degree: an MBA from The University of the West of the Scotland (UWS), UK and M.Com from MD University, India. She is traveled extensively and has taught at two prestigious Universities of USA viz., College of Business (AACSB Accredited) at Valparaiso University, Indiana and

North Dakota State University, North Dakota. She has 8 books and 51 research papers to her credit; about half of these papers are published in Emerald, Sage, Inderscience and ABDC listed journals.

Dr. Amarjeet is associated with UGC EDUSAT program for higher learning and delivers live lectures on Television at Doorsarshan VYAS Channel for Higher Education and has more than 120 videos available on YouTube. She has been conferred with 'Excellence in Academic Leadership' Award by Top Rankers, New Delhi and has been felicitated by Indian Society for Training & Development (ISTD) for her Innovative Practices at her workplace in the year 2015. She has also been conferred with 'Great Indian Woman Leader in Education' Award by Golden Signatures in the year 2021. She holds vast administrative experience as Director and Dean while working with prestigious business schools and regularly conducts training programs for corporate clients. As corporate trainer, she conducts management development programs on Trade Finance, IFRS, Cost Analysis, Letter of Credit and Finance for Non-Finance Executives. She is a very dedicated person, who loves and admires nature and enjoys yoga & travelling.

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Dr. Monika Bhatia - Editor



Dr. Monika Bhatia is qualified academician having a passion to work in a dynamic and stimulating environment. She has obtained her Doctorate Degree from UTU Dehradun. She is an alumna of Punjabi University Patiala (M.Com & MBA). She is UGC (NET) qualified. Her areas of interest are accounting and Finance. She has a teaching experience of 18+ years at both under graduate and postgraduate levels. She has attended and presented more than 30 research papers in international and national conferences. She has published 30 research papers in international refereed journals. She has edited a handbook of Management and Behavioral Science (A refereed publication of society of Management and Behavioral Science.). Her heart lies in helping & mentoring students to grow as

capable professionals and complete individuals. She is a person who is positive about every aspect of life and is passionate about learning and development.

Dr. Hawa Singh - Associate Editor



Dr. Hawa Singh is a person of high intellect and insights. He started his academic journey with completion of Ph.D degree in Management from Institute of Management Studies and Research (IMSAR), Maharishi Dayan and University, Rohtak, Haryana. In 2012, he qualified the National Eligibility Test UGC-NET/JRF in Management subject. He obtained his master's degree in Master of Business Administration with specialization of Human Resource Management & Marketing Management. He has participated in a number of seminars and conferences and presented research papers. He has published several research papers/articles in the esteemed national and international journals and magazines of national repute.

Dr. Naveen Kumar - Associate Editor



Dr. Naveen Kumar has done B.com (Hons), MBA, M.Com; B.Ed. He has obtained his Ph.D Degree from Department of Commerce, MDU Rohtak. He has passed the UGC NET+JRF exam in Both Subjects (Commerce & Management). He is also passed the HTET (HSBE, Bhiwani), CTET (CBSE) & RTET exams (conducted by RPSC Rajasthan). His areas of interest are Quantitative Techniques, Statistics, Income Tax and Finance & Computer Application in Business. He has four-year teaching experience in the Department of Commerce, MDU Rohtak as a research scholar. He was the founder member of Commerce Department at Gurugram University, Gurugram. He has published 15 research papers in Peer-Reviewed International and National Journals. He has presented various research papers in National Seminars and Conferences.



Gurugram University Business Review (GUBR) Call for Papers

GUBR is an international bi-annual peer reviewed journal published by the Department of Management, Gurugram University Gurugram. The journal seeks to promote high quality original research with a view to generate new knowledge and disseminate the same among academicians, practitioners and policy makers. It aims at creation of new intellectual capital by bridging the knowledge gaps in some of the frontier areas of research related to business issues. Papers with trans-disciplinary perspectives are encouraged. In addition, you may also submit Case Study, Book Review, and Perspective on various facets of business and management.

Call for Papers (June–Dec. 2021 issue)

Gurugram University Business Review (GUBR) seeks original and innovative theoretical, methodological and empirical research related to various facets of business in a global context. Papers with trans-disciplinary perspective are encouraged. Contributions in diverse fields of management and business in a global context covering (but not limited to) the following disciplines are invited:

- Economics and Economic Environment
- Business Strategies Post-Covid period
- AI & ML in Business
- Business Analytics
- Economics and Business Economics
- International Trade, Investment and Business
- Corporate Governance
- Technology Management
- Knowledge Economy and Knowledge Based Development
- International Strategic Management
- International Marketing
- International Finance
- Strategic Applications of Information Technology
- Human Resource Management

In addition you may also submit Case Study, Book Review, and Perspective on various facets of business and management.

Manuscript Submission & Review Process

All papers submitted to GUBR will go through a double blind review process as per the standard procedures of well-known referred journals. Only those papers/articles/case studies, which are complete in all respects and are duly formatted, will be considered for publication. GUBR follows the APA style for citation and referencing. It is the author's responsibility to obtain permission of copyright issues wherever required. The editorial team has the right to modify or edit the work in order to match the standard and style requirement of the journal. The papers can be sent to: **Editor. GUBR@gmail.com latest by 31th Oct 2021.**

Guidelines for Authors

AUTHOR GUIDELINES

A. Typescript Guidelines

1. The original typescript should be submitted electronically in A4 size format, with a word count of 4000–6000 (including figures and tables).
2. Typescript should have double line spacing at the time of submission.
3. A final paper which would exceed 6000 words or occupy more than 15 pages of the Journal may be returned for abridgement.
4. The text of the paper should include title, abstract, keywords, text, references & notes, tables, figure captions, figures, but not the names of authors, their biographical notes or any acknowledgements. Author needs to submit a separate file containing the title of the paper, plus the names affiliation and complete addresses, e-mail and contact number of

author(s), and an abstract, keywords, and any acknowledgements.

5. Author(s) name(s) is/are not to be included in the document/file properties.
6. All papers must be written in English. If English is not your first language, please ask an English-speaking colleague/expert to proofread your paper.

B. Title, abstract, keywords, addresses, biographical notes

1. Title: as short as possible.
2. Authors Affiliation Details and Address: Author Name and Position, department, name of institution, full postal address and email address for each author.
3. Abstract: approximately 150 maximum
4. Keywords: 5–7 words or phrases.
5. Biographical notes: approximately 100 words per author, maximum 150.

C. References and Notes

1. GUBR uses the APA (name and date) short reference system for citations in the text with a detailed alphabetical list at the end of the paper. For example ‘Large (2010) suggests ...’ or ‘Liang and Zeger (1986) found that ...’
2. Footnotes, if any, should be short, succinct notes making a specific point, may be placed in number order following the alphabetical list of references.
3. References should be made only to works that are published, accepted for publication (not merely ‘submitted’), or available through libraries or institutions. Any other source should be qualified by a note regarding availability.
4. References should be mentioned only for those scholars whose name is mentioned in the paper

D. Ethical Guidelines for Authors

1. **Content:** All authors must declare they have read and agreed to the content of the submitted manuscript.
2. **Ethics:** Manuscripts may be rejected by the editorial office if it is felt that the work was not carried out within an ethical framework.

3. **Plagiarism:** Plagiarism in any form constitutes a serious violation of the most basic principles of scholar writing and cannot be tolerated. Examples of plagiarism include:

- (a) Word-for-word copying of portions of another’s writing without enclosing the copied passage in quotation marks and acknowledging the source in the appropriate scholarly convention.
- (b) The use of a particularly unique term or concept that one has come across in reading without acknowledging the author or source.
- (c) The paraphrasing or abbreviated restatement of someone else’s ideas without acknowledging that another person’s text has been the basis for the paraphrasing.
- (d) *False citation:* material should not be attributed to a source from which it has not been obtained
- (e) *False data:* data that has been fabricated or altered in a laboratory or experiment; although not literally plagiarism, this is clearly a form of academic fraud.
- (f) Unacknowledged multiple submission of a paper for several purposes without prior approval from the parties involved.
- (g) Unacknowledged multiple authors or collaboration: the contributions of each author or collaborator should be made clear.
- (h) Self-plagiarism/double submission: the submission of the same or a very similar paper to two or more publications at the same time.

E. Manuscript Guidelines

1. Fonts

Font Type: Times New Roman Font Size (Text): 12
Font Size (Tables and Figures): 12

2. Paragraph

Alignment: Left
Outline Level: Body Text
Indentation: Left: 0
Right: 0
Spacing: Before: 0 After: 0
Line Spacing: Double

3. Page Setup Margins

Top: 2.5 cm

Bottom: 2.5 cm

Left: 1.5 cm

Right: 1.5 cm

Gutter: 0

Paper Size: Letter

4. Structure of Paper

Abstract with Key words

Introduction

Literature Review

Research Method

5. Analysis and Discussion

Conclusion

Limitations of the Study

Scope for Further Research References

6. Word Count

Article/Research Paper/Case Study: 6000 words maximum

ADDRESS FOR CORRESPONDENCE

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