

## ABOUT THE JOURNAL

**South Asian Journal of Business and Leadership (SAJBL)** is a **quarterly, peer-reviewed academic journal** published by Universal Academic Publishing. The journal serves as a scholarly forum for the dissemination of high-quality research and practice-oriented insights in the domains of **business, strategy, and leadership**, with a special focus on the dynamic South Asian context.

SAJBL invites contributions that advance theoretical understanding and practical application in subject areas including, but not limited to:

- Strategic and Operational Management
- Leadership Theory and Practice
- Innovation and Entrepreneurship
- Organizational Behavior and Culture
- Marketing and Consumer Insights
- Human Resource and Talent Management
- Financial Strategy and Corporate Governance
- Sustainable and Inclusive Business Models

The journal welcomes a diverse range of manuscript types including:

- **Conceptual Papers** offering novel frameworks and perspectives
- **Empirical Research Papers** grounded in qualitative or quantitative analysis
- **Teaching and Industry Case Studies** that provide context-specific insights and managerial implications

Each submission undergoes a **rigorous double-blind peer review process** to ensure scholarly integrity, relevance, and contribution to the field. The journal publishes four issues annually (March, June, September, and December) and aims to foster impactful academic discourse that bridges theory, practice, and policy.

### ISSN Number (Online)

- **ISSN (Online):** [XXXX-XXXX]

### Periodicity:

- The *South Asian Journal of Business and Leadership* is published on a **quarterly basis**, ensuring a steady flow of high-quality, peer-reviewed research throughout the year.

## EDITORIAL BOARD

The Editorial Board of the **South Asian Journal of Business and Leadership (SAJBL)** is comprised of a distinguished group of experts from around the world. These individuals are leading researchers, academicians, and practitioners who provide invaluable guidance and oversight to the journal. Their collective expertise ensures the rigorous quality and scholarly integrity of all published works.

- **Editors-in-Chief:**
- **Editorial Board Members:**

### Editorial Board Composition

Our Editorial Board is carefully curated to reflect a broad range of subject expertise and a global perspective. The board includes eminent Professors from diverse academic and professional backgrounds, ensuring that all submitted manuscripts are evaluated by highly qualified experts in the relevant fields. This multidisciplinary and international composition allows us to uphold the highest standards of research and to provide comprehensive and fair peer review.

### Editorial - Review Process

The Editorial Board is central to our efficient and rigorous peer review process. All submitted manuscripts undergo a preliminary editorial assessment by the Editors-in-Chief to ensure they align with the journal's scope and quality standards. Submissions that pass this initial review are then assigned to relevant Editorial Board members who oversee the peer review.

We adhere to a strict **Double-Blind** peer review process, where manuscripts are evaluated by at least two independent expert reviewers. The Editorial Board is responsible for ensuring compliance with reviewers' recommendations and maintaining clear timelines for the review process. This commitment to a fair, timely, and thorough evaluation ensures the academic merit and originality of every article we publish.

## JOURNAL EDITORIAL POLICY

### Aims, Objectives, and Scope

The journal is dedicated to providing a platform for academics and researchers to publish their innovative work. The primary goal is to foster intellectual exchange and contribute to the body of knowledge in areas like business, leadership, economics, and social sciences. We publish both theoretical and empirical studies that offer new insights and practical applications.

### Types of Articles Accepted

The journal welcomes submissions that cover a wide range of subjects and are categorized into four types:

- **Research Articles:** These can be empirical or theoretical papers ranging from 4,000 to 7,000 words.
- **Conceptual Papers:** This category is for non-empirical, theory-building work.
- **Case Studies:** These are real-world business or leadership-focused analyses.
- **Leadership Perspectives:** These are short, practice-oriented articles between 1,500 and 2,500 words.

### Article Processing Charges (APC)

- Per Research Paper: INR 1000
- **Maximum Number of Authors per Article:** 3

**Contact and Publication Details** The journal is published by **Universal Academic Publishing**. Our dedicated team is committed to upholding the highest standards of academic integrity and professional service.

- **Publisher:** Universal Academic Publishing
- **Address:** Bengaluru
- **Email:** uacademicpublishing@gmail.com
- **Website:** www.universalap.com