

PRERANA

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PRERANA: Journal of Management Thought and Practice

PRERANA in Sanskrit means hope and inspiration. The primary objective of PRERANA journal is to enhance the standard of management education by drawing from conceptual and empirical research based articles reflecting current industry practices. PRERANA shall include contributions from eminent members of the academia and sharing of practices by experts from industry. The Journal will also contain book reviews, editorial abstracts and executive summaries of recent publications in management.

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Guidelines to Authors

1. All articles are subject to peer review.
2. The manuscripts should be between 2000 – 3000 words (including figures and tables), typed using MS Word in 1.5 line spacing, Times New Roman, 12-point size, on A4 size papers with 1” (2.54 cm) margin on all sides.
3. All references in the manuscript should be placed at the end and arranged alphabetically. The referencing style suggested by the American Psychology Association may be followed (<https://apastyle.apa.org/style-grammar-guidelines/references/examples>).
4. The cover page should contain (a) the title of the paper (b) author's name (c) designation and official address (d) address for communication (e) phone numbers and (f) e-mail address.
5. Author(s) should include a brief profile of themselves in about 50 words.
6. A non-mathematical abstract of about 150 words should be submitted along with the manuscript.
7. The soft copy of the article in the required format has to be mailed to prerana@grgsms.ac.in.
8. Author(s) should send a declaration stating that the manuscript is not published, copyrighted, accepted or under review elsewhere. Please note that copyright of all accepted articles will be with **PRERANA**.
9. Each author will receive a complimentary copy of the journal.
10. For Online submission visit: <https://prerana.grgsms.ac.in/login/>

Deadlines for submission of Manuscripts

Issue Dated	Deadline for Submission
Issue No.1 - March	December 31
Issue No.2 - September	June 30

About PSGR Krishnammal College for Women

PSGR Krishnammal College for Women (PSGRKCW) is a unit of the GRG Group of Educational Institutions in Coimbatore, under the GRG Trust. PSGRKCW was established in 1963. The GRG Trust was set up in 1956 by philanthropists, GR Govindarajulu and his wife, Chandrakanthi with a motto of 'empowering women through education'. The vision of the GRG Institutions is 'to be a leader in providing educational services from primary to doctoral level and beyond and nurture young men and women to empower them in their personal and professional lives based on core values, individual dignity, and holistic concern for the society'.

PSGRKCW is located on an environmentally pristine campus in Coimbatore. The college offers undergraduate, graduate and doctoral degrees in arts, science, commerce, computer science, and management. With a student strength of nearly 8000 each year, PSGRKCW has come to symbolize academic excellence in Southern India. PSGRKCW is an autonomous college affiliated to Bharathiar University, a UGC-certified 'College of Excellence', is also ranked 7th among colleges in India by the National Institutional Ranking Framework (NIRF) in 2024 and accredited by the National Assessment and Accreditation Council (NAAC) 4th Cycle with 3.71 CGPA A++ Grade. PSGRKCW offers 38 UG, 19 PG and 13 Doctoral Programmes in arts and humanities, natural & physical sciences, computational sciences, commerce & business management and vocational studies. The college has global collaborative agreements with Oregon State University; San Diego State University & Toledo University, USA; Cety's Universidad, Mexico; Swinburne University, Australia; Universiti Malaysia Pahang, Malaysia; Nottingham Trent University, UK and Binghamton University, USA.

About GRGSMS

GRG School of Management Studies (GRGSMS) is the department of management of PSGR Krishnammal College for Women. It is one of the very few b-schools dedicated exclusively for women. This flagship offering of PSGRKCW is a two-year, full-time MBA Programme. The programme is approved by the All India Council for Technical Education (AICTE), and the degree is awarded by Bharathiar University, Coimbatore. The MBA Programme is internationally accredited by ACBSP Accreditation Council for Business Schools and Programs (ACBSP), USA. The objective of GRGSMS curriculum is to nurture and develop women leaders with holistic perspective and concern for the society and environment.

GRGSMS is the recipient of many national awards including the "Best Innovative B School in Teaching Methodology Award", "Best B School for Industry-Institute Interaction", "Best Management Teacher Award", "Best Young Teacher Award", and "Best Student Project Award"

GRGSMS has a core team of qualified and experienced faculty, supplemented by eminent representatives of the industry as visiting faculty. Regular guest lectures by senior executives from industry and scholars from the academia help students to learn the latest in management theory and best industry practices.

The Chief Editor -PRERANA

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