



*International Journal of*  
**Global Business and Competitiveness**  
e-Journal of GIFT School of Global Management  
Global Institute of Flexible Systems Management

### Call for Articles/Cases

#### Introduction

The *e-Journal of Global Business and Competitiveness* is a modest attempt to be forum for practitioners, policy makers, teachers, researchers and learners to share their practical experiences, knowledge and insights in the evolution, formulation and implementation of strategies for competitiveness in global business context.

The journal will be available in electronic form for all interested in “**Global Business and Competitiveness**”.

#### About Global Business and Competitiveness

With global customers, competition, capital and supply chains, global dimension is becoming important for many businesses. Most of times, a business need not even venture abroad to get feel for global competition. Global players have been entering many local markets. Survival and success in such exciting times demands competitiveness, the ability to compete in holistic sense. The evolving paradigm of the flexible systems management provides room for dynamic interplay of many concepts, theories and frameworks.

#### Editorial Objectives

The journal aims to publish **original research**-based articles and cases which will be of value and interest to managers, consultants, teachers and students concerned with issues of Global Business and Competitiveness. Shorter practice-based articles from industry practitioners that will report competitiveness practices followed by leading organizations can also be considered.

#### Coverage

The journal will be organized into various sections to include following types of contributions: Research papers, Short notes/ Correspondence, Application and case studies, Book reviews, book summaries, Interviews and round tables, Global Business Plan, Competitiveness Initiative, Information about relevant conferences, workshops and seminars, Educational and learning experiments, and any other relevant information with the theme of the journal.

This journal will focus to bring articles or cases on global business and competitiveness. Broadly, following areas are covered:

- Global Economy & WTO
- Knowledge-based Economy
- Emerging Industries
- Global Management

- Global Strategy & Marketing
- Global Strategic Management
- Core Competence
- Country Competitiveness
- **Corporate Competitiveness**
- Global Cooperation
- Global Alliances, Joint Ventures, M&A
- Business Excellence
- International Business
- International Finance
- HR Competitiveness
- Technological Competitiveness
- **Leadership**
- Quality
- Corporate Entrepreneurship
- **Corporate Governance**
- **Cross-cultural Management**
- Clusters
- Benchmarking
- The Journal is not limited to only above topics, but other relevant areas of Global Business and Competitiveness will be considered in future.

Please submit rich abstract (250 words giving purpose, methodology/approach, findings, implications {research & practical} and the originality/value of the article) by email to Dr. Momaya at [momaya@dms.iitd.ac.in](mailto:momaya@dms.iitd.ac.in)

For more information about the professional society GIFT, kindly visit [www.giftsociety.org](http://www.giftsociety.org)

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