



Multinational Journal of Management *Innovations, Cases and Insights* (MJMICI)

Invitation: Publish Your Research Work

Gulf Marketing Association (GMA) - a non-profit body of academics and professionals is now collaborating with the Multinational Business Academy with the Dubai's **Multinational Journal of Management *Innovations, Cases and Insights* (MJMICI)** <http://multinationalacademy.com/journal/>

The Journal is the first of its genre and envisions to be 'a power indexed publication of and for the GCC region for advancing management innovations, cases and insights.

Members of the Editorial Board of the Journal are among the most accomplished, respected academics and practitioners globally and is chaired by Dr. William Koehler. Dean, Regis College, Greater Boston Area, USA.

I am, therefore, happy to request your empirical work and cases analyzing management and business innovations and insights to the journal. All submissions will be reviewed in a month and will receive priority if they deal with the GCC economies. Kindly ensure its publication readiness as per the attached sample and limited to eight pages only including annexures etc. Authors guidelines are attached herewith for reference.

I look forward to receiving your submissions at the earliest.

Sincerely

Dr. Mohan Lal Agrawal

Managing Editor

Multinational Journal of Management *Innovations, Cases and Insights* (IJMICI).

Email your manuscripts to contact@multinationalacademy.com

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- *Ranked among the 251 Most Fabulous Education Leaders in the World in 2019*
- *US Fulbright Fellow to leading business schools in the USA*
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- *Fellow of the Chartered Institute of Marketing (FCIM) London.*

Multinational Journal of Management Innovations, Cases and Insights

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The guidelines are mentioned for preparing submissions for Multinational Journal of Management Innovations, Cases and Insights (MJMICI)

i. Abstract

Abstract is single page brief introduction and summary of your submissions and defines all key terms to use in the abstract. Please do not cite references in the abstract.

ii. Keywords

Please add about three to five key words or phrases as highlights of the submission.

iii. Introduction

The international journal is the first of its kind from Dubai and seeks to honor the seamless opportunities, streams and spirit of management innovations, initiatives and insights in the UAE economy, society and governance and indeed in the Gulf Cooperation Council countries (Kingdom of Saudi Arabia, UAE, Oman, Kuwait, Qatar and Bahrain). The manuscripts concerning GCC economy will receive priority in publication. The manuscripts may include the following:

- Practice and research cases
- Empirical research studies
- Conceptual models and frameworks
- Commentaries

iv. Pre-submission Guidelines

1. While preparing the manuscripts, mention affiliations and addresses of the lead author,
2. avoid changing font sizes or line spacing to squeeze more text into a limited number of pages.
3. Use italics for emphasis; do not underline.
4. Insert images in Word.
5. Because the final formatting of your paper is limited in scale, you need to position figures and tables at the top and bottom of each column. Large figures and tables may span both columns. Place figure captions below the figures; place table titles above the tables. If your figure has two parts, include the labels “(a)” and “(b)” as part of the artwork. Please verify that the figures and tables you mention in the text actually exist. Do not put borders around the outside of your figures. Use the abbreviation “Fig.” even at the beginning of a sentence. Do not abbreviate “Table.” Tables are numbered with Roman numerals.
6. Do not use color unless it is necessary for the proper interpretation of your figures.
7. Give all authors’ names; do not use “et al.” unless there are six authors or more. Use a space after authors' initials. Papers that have not been published should be cited as “unpublished” . Papers that have been submitted for publication should be cited as “submitted for publication”. Papers that have been accepted for publication, but not yet specified for an issue should be cited as “to be published”.

8. Define abbreviations and acronyms the first time they are used in the text, even after they have already been defined in the abstract. Abbreviations such as SI, ac, and dc do not have to be defined.
9. The length of a submitted paper should be commensurate with the importance preferably 6-8 pages.
10. A conclusion section is not necessarily required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.
11. Journal honors all globally recognized referencing styles, MLA, APA but prefers the Harvard style of referencing. The Harvard referencing style uses an author-date system for in-text citations. It consists mainly of the authors' last name and the year of publication (and page numbers if it is directly quoted) in round brackets placed within the text.
12. The author may indicate future possibilities of the research work open to the follow researchers.
13. Appendixes, if needed, at the end.
14. Sponsor and financial support acknowledgments are appreciated wherever they are owed and placed in the unnumbered footnote on the first page/

v. Submission Process

1. The Process begins when the authors mail their manuscripts contact@multinationalacademy.com
2. Submit your manuscript electronically for review and fill out the necessary paperwork and process.
3. Submit your papers as only one attachment file.
4. Submit manuscripts with Proper Alignments.
5. Submit a self-certification about the originality and ethics. If plagiarism, is reported at any stage, the manuscripts will be rejected, and authors alone are alone responsible for the consequences.
6. The second stage is called the *feedback stage*; The Journal will mail you a feedback within a month with requirements, suggestions and recommendations for necessary modification.
7. The Third and final stage is the acceptance stage, Here you will submit your final version, after your manuscripts is accepted, prepare it in two-column format, including figures and tables. The authors of the accepted manuscripts will be given a copyright form and the form should accompany your final submission. Include a note with your final paper indicating that you request color printing. There is an additional charge for color printing.

vi. Editorial Policy

The contents of the journal are peer-reviewed and archival. Multinational Journal of Management Innovations, Cases and Insights (MJMICI) publishes scholarly management cases, conceptual frameworks and models, empirical studies and commentaries and issues preferably with a focus on Gulf Market.

1. The submitting author is responsible for obtaining agreement of all coauthors and any consent required from sponsors before submitting a paper.
2. It is the obligation of the authors to cite relevant prior work.
3. All submissions must advance the state of knowledge and must cite relevant prior work. Authors must demonstrate clearly the value of their contribution; the standards of proof are the same when cases and conceptual models are submitted.

vii. Author's details

1. First Author personal profile which contains their education details, their publications, research work, membership, achievements that will be maximum 50 words.
2. Second Author personal profile for a maximum 30 words.
3. Third Author personal profile for a maximum 20 words.

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Self-Certification by Contributors

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