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**Call for Contributions (Volume 4, Issue 2)**

on

**Reviewing the Latest Trends in Management Literature**

**Submissions for this volume should be made before – 10 December 2024**

With the growing body of knowledge in various management fields including strategic management, marketing, international business, digitalization, artificial intelligence, entrepreneurship, organizational behavior and human resource management, there is a need to consolidate, organize and synthesize existing knowledge (Shen, Sun, & Parida, 2023; Patriotta, 2020; Durand, Grant, & Madsen, 2017; Ethiraj, Gambardella, & Helfat, 2017). It is also important to bring inconsistencies on surface, raise and answer important questions and prepare guidelines for meaningful future research. Therefore, review articles play an important role in developing the accumulated body of knowledge and guiding future research efforts (Cropanzano, 2009). Review papers are useful for all levels of scholars. For example, many doctoral students work on literature reviews to gain a first overview of current areas of research and debate. Similarly senior researchers also use literature reviews to shape new debates or guide others. Review synthesis also plays an important role in building the knowledge base of evidence-based management to inform policymakers and practitioners (Kraus, Mahto, & Walsh, 2023; Rynes & Bartunek, 2017; Tranfield, Denyer, & Smart, 2003). Building on research and linking it to existing knowledge therefore forms the foundation of all academic research, regardless of discipline. Before the advent of the Internet, researchers depended on physical libraries to conduct literature reviews in their fields. But with Internet access and the huge availability of information and databases, information is available at the click of a mouse. To become experts in the field, budding researchers build on previous studies and explore recent trends as well as future areas of research. Management practices keep on evolving and hence, timely review of the studies is important to stay tuned with the ongoing offerings from the latest literature.

In the field of research, literature reviews represent methods because the literature reviewer chooses from an array of strategies and procedures for identifying, recording, understanding, meaning making, and transmitting information pertinent to a topic of interest. Moreover, as asserted by Onwuegbuzie & Weinbaum (2017), conducting a literature review is equivalent to conducting a research study, with the information that the literature reviewer collects representing the data. As is the case for all studies, when the literature review stands alone (i.e., independent work), then the literature review represents a single research study that ends when the literature review process ends. In contrast, when the goal of the literature review is to inform primary research, then the literature review represents an embedded study. Therefore, essentially, all studies that contain a review of the literature, however large or small, actually involve the conduct of two studies: a study of the previous knowledge (i.e., review of the literature) and the primary research study conducted by the researcher(s)—with the literature review study being embedded within the primary research study.

Researchers often propose research directions in their respective fields. These directions foster further investigation and explore areas for new themes and methods to be explored. Literature advocates that review

studies help in advancing the concepts and theories as well as offers scope for future research (Corley and Gioia, 2011; Whetten, 1989; Vargo and Koskela-Huostari, 2020).

Therefore, this volume calls to provide literature review chapters on the emerging concept, theories and research trends across the management disciplines including but not limited to: (1) General Management (2) Metaverse and Artificial Intelligence (3) Marketing (4) Human Resource Management (5) Operations and Supply Chain Management (6) International Business, Strategy and Entrepreneurship (7) Finance & Economics.

I advise three aspects to scholars (A) Focus more on review based arguments, exploring inconsistencies, proposing new relationships, theories and other important areas than presenting statistics of the documents collected (B) Review papers are written to propose a relevant future research agenda with important studies, challenges, important questions, unexplored areas, and other relevant information, hence, focus on these areas (C) it is important to design and execute a proper review methodology and use the framework of business management and social sciences to conduct the review (see Rana et. al., 2022, 2023). Hence, it is important that review methodology is updated with the latest arguments, latest styles of reviewing, and holistic review techniques.

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Vargo, S. L., & Koskela-Huotari, K. (2020), "Advancing conceptual-only articles in marketing", *AMS Review*, Vol. 10, 1-5.

Whetten, D. A. (1989), "What constitutes a theoretical contribution?", *Academy of management review*, 14(4), 490-495.

**Subject / Topic Description:**

Artificial Intelligence, Big Data Analytics, Analytics and Governance, machine learning, machine language processing, Technology Transformation  
Circular Economy  
Corporate Governance  
Diversity, Equity and Inclusion (DEI)  
Economic, Social and Governance (ESG)  
Emerging Economies  
Entrepreneurship Mindset, Entrepreneurship Misconduct, Venture Capital  
Family Business  
Food services/food culture (Including organic food)  
Gig Economy/Gig Workers  
Globalization and Protectionism  
Healthcare Services  
Human Capital Creation and Knowledge Management  
Infrastructure Development and Climate Change  
Innovation Economics  
Insurance Business/ Insurance Management  
Moonlighting  
Morals in Management  
Neuro-Marketing, Luxury Marketing, Industrial Marketing  
Product Design, Transportations & Logistic Management, Service Innovation & Management  
Review of a particular methodology (For example, PLS SEM, MCDM, Focus Group, etc.)  
Review of the Scales available in Management Domain (Across the management disciplines)  
Review of the theories available in a particular domain (for example, theories in consumer decision making, human development, managing resources, transformation, community service etc.)  
Risk Management  
Robots in services/manufacturing  
Sustainable Development Goals



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## Submission Guidelines

1. The paper should be a minimum of 8000 and a maximum of 10500 words (Including all tables, figures, referencing, abstract and everything in the paper).
2. The review should be based on a minimum of 40 papers and must consider papers till 2024.
3. The abstract should be written in a single paragraph (not more than 150 words).
4. Minimum 5 Keywords should be given
5. Properly number the sections and sub-sections
6. Use APA style of references, and arrange references in alphabetical order.
7. All the tables and figures should be cited in the text. Tables/figures should provide highly detailed and relevant information (Avoid too long tables as well as high numbers of tables. Instead try to manage tables/figures in a way that they look rich and informative)
8. Sources of all the tables and figures must be given below the tables/figures. Place all the tables/figures in their original place (Do not place them at the end or in any separate file).



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9. Below the title and before the abstract information of all the authors (Name, affiliation, email ID, and ORCID) should be provided as per author order.
10. Similarity index (Plagiarism including self) should be below 15% including references.

As we move forward, three aspects are highly important (A) the paper must have an advanced and current review methodology, which should be based on the present debates in the review methodologies; (B) Review arguments and review work should be given more consideration over document analysis (especially when paper is based on Bibliometric or content analysis) (C) Review papers are written to propose a relevant future research agenda with important studies, challenges, important questions, unexplored areas, and other relevant information, this must be given due consideration. Hence propose 4 to 5 good themes for further research (suggesting important studies, challenges, important questions, unexplored areas, and other relevant information for each theme).

Also, we strongly suggest you design and execute a proper review methodology and use the framework of business management and social sciences to conduct the review. It is important that review methodology is updated with the latest arguments, the latest styles of reviewing, and holistic review techniques. We are sure the latest papers below would be helpful to you. In the paper below look at the annexure given to understand what is required in which section.

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