

Call for Paper:
The Business Not Usual

The New Normal of the Market in the post-COVID world

Management Matters announces the next issue (April, 2021, Vol. 18, No. 1) with the theme “**The Business Not Usual: The New Normal of the Market in the post-COVID world**”.

The peer reviewed journal solicits papers discuss the theme from all areas of management thought. The worldwide spread of Covid-19 has unleashed a crisis impacting every sector globally. It has altered consumer wants and market demands that were satisfied by traditional value chains and business models. As far as human resources are concerned a digitalised workplace and work from home are posing new challenges of mental health and social interactions. Covid-19 will change the dynamics of financial markets both during the pandemic and in the future. Digital technologies have helped service providers reach essential items to those in need. Home delivery companies have integrated resources and capabilities of stand-alone entities for mutually beneficial partnerships. We invite papers that focus on the changes in the ways that would business enterprises reorganise in the post-COVID market. We invite both theoretical and empirical papers, using quantitative or qualitative methods. Cross-disciplinary studies are welcome. Soft copy of the paper to be sent to: **journal@liba.edu** by **November, 2020**.

Some research questions/topics may include but are not limited to:

1. Impact of Covid-19 on new shopping habits
2. Changing consumer behaviors transforming the industry
3. How are AI, big data analytics, and optimization techniques used in critical operations and supply chain decisions in demand forecasting, supply and demand matching, allocation and rationing, transportation scheduling, and last mile delivery?
4. How do government agencies and non-profit organizations collaborate with for-profit enterprises and leverage their technologies to manage the supply and distribution of medical supplies and essential goods?
5. Impact of Covid-19 on financial market dynamics
6. The changing perception of risk and re-strategizing health care
7. Wellbeing issues confronting organizations and individuals

8. Changes in personal lives due to changes in the world of work in the wake of the COVID-19 pandemic
9. What could be the future of human labour and productivity in the context of Working-From-Home (WFH)?

Peer review process: Management Matters relies on a peer review process to uphold the quality and validity of the individual articles and case studies submitted for publication. Our internal, international and external peer review committees ensure diversity of perspectives.

Double blind review: Both the reviewer and the author are anonymous in this model. To ensure this the title page will remain separate from the manuscript throughout the peer review process and will not be sent to the reviewers.

The key points to consider are:

- Use the third person to refer to work the authors have previously published. For example, write “Black and Hart (2015) have demonstrated” rather than “we/the authors have previously demonstrated (Black & Hart, 2015)”.
- Make sure that figures and tables do not contain any reference to author affiliations.
- Exclude acknowledgements and any references to funding sources. Use the title page, which is not sent to reviewers, to detail these and to declare any potential conflicts of interest to the editor.
- Choose file names with care, and ensure that the file’s “properties” are also anonymised.
- Take care to ensure that you do not inadvertently upload identifying information within any of the files that will be shared with reviewers.

The reports received from the reviewers are sent to the authors for corrections and finalisation. The internal editorial committee collaboratively oversees the ethical and quality check of the articles before the final print. The format of submission is detailed elaborately in the below section.

The manuscript should contain maximum of 6000 words. The structure of the manuscript should include:

Research Paper

Title Page: It should comprise title of the paper and the personal details of the author(s) including name, institutional affiliation, email id, and contact details. Acknowledgement of funding support if any.

Abstract: It should provide one-paragraph summary of the entire study containing not more than 250 words in length.

Introduction: This section should explain about the topic, the need of the study, relevant literature, and contribution of the current paper.

Methods: It should detail on how the research study was executed including description about the participants/subjects involved in the study, study design, materials used and the procedure followed. If multiple experiments are used then the methods must be explained separately.

Results: This part of the research paper should describe the collected data and the results of the statistical tests. If multiple experiments, then the results must be explained in separate sections.

Discussion: This section should feature with summary of the result, description on the how the results addressed the investigation issue of the current research, implications of the findings, limitations of the study and direction to future research study.

References: It should be arranged in an alphabetical order, and as per the APA guidelines.

Appendix: This section is optional. If the author(s) wish to provide additional information for better understanding of the paper then this section can be used.

Case Study

Introduction: It should introduce the topic with adequate background information based on the previous studies.

Aims: It should explain on the issue that is aimed to be addressed in the case study.

Methods: This section must contain various techniques used for collecting data.

Results: It should explain the results of the study.

Discussion: This part of the research paper must explain the specific reason for choosing the topic, findings briefly, theoretical and practical implications, and alternative approaches to analyse the case study.

Recommendations: This section should summarise the ideas discussed in the paper, and provide practical recommendations derived from the findings.

For further details please visit us at: Website. <https://liba.edu/liba-journal-of-management/>

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