

Educators' Forum

Announcement and Guidance Note for Authors

IIMB Management Review (IMR) invites contributions to *Educators' Forum*, a feature dedicated to exploring issues germane to management pedagogy. Educators are invited to share new approaches and methods in terms of research, course content, teaching methods and teaching aids, and other issues that they consider relevant to their field. The objectives and editorial policy for accepting manuscripts for the *Educators' Forum* are detailed below:

Objectives

The primary objectives of the feature are as follows:

- To provide a medium for sharing best practices in teaching methods in the field of management for the benefit of educators
- To promote sharing, among a larger audience, of experiences pertaining to course design, pedagogical design, instruction methodology, and innovative teaching methods to improve learning efficacy
- To catalyse the process of establishing superior teaching standards among the business schools in the country and other countries in the region.

Scope

Articles submitted for *Educators' Forum* must be based on the experience of designing and teaching courses for students and executives in the field of management. Articles may cover the process and the authors' experiences pertaining to any of the following broad range of issues within the field of management education:

- Efforts made to fulfil a long felt need for courses in certain critical areas of management
- Efforts pertaining to redesigning an existing curriculum and thereby significantly improving course delivery and/or learning efficacy
- Innovative ideas for utilising emerging technologies in teaching
- Identifying any lacunae or gaps in the field of management education and offering new ideas to address them
- Identifying emerging trends in the field of management education and developing alternative strategies to address them
- Role of case methodology as a pedagogy in management education

Irrespective of the issue addressed in the article, it should bear evidence of methodological rigour. Furthermore, articles should provide key insights that a reader could draw from and apply in settings broader than those attempted by the author.

Editorial Policy

Consistent with its editorial policy, articles submitted for publication will initially be screened by the editors and those considered appropriate will be put through a double blind review, a process that may take from four to eight months. Authors may be asked to revise and resubmit a manuscript based on the referees' comments. Accepted articles will be edited to suit the IMR format. The prescribed length for articles intended for *Educators' Forum* is 5000 words.

The IMR Guidelines for Authors gives more details on style and formatting. Authors are encouraged to visit the website at <http://www.iimb.ernet.in/publications/review> and/or write to review@iimb.ernet.in. Authors are also advised to go through one of the recent issues of the journal.