Editor-in-Chief's Note

I am delighted to introduce the *IMIB Journal of Innovation and Management (JIM)*, the first exclusive journal of the International Management Institute (IMI) Bhubaneswar published by SAGE Publications. JIM provides perfect opportunity to immerse oneself in the advancements of the fast-growing field of innovation and publish in a journal that is going to have an excellent reach and expectations of a significant impact. Journal is a double-blind peer-reviewed, international, multidisciplinary, covering business, management, technology, operations management, economics, finance, human capital, industrial organization, analytics and other related fields. JIM aims to be a leading peer-reviewed journal and an authoritative source of information for analyses, reviews and evaluations related to various facets of business.

JIM aims to be the leading international journal for the study of innovation and management. The basic aim of the journal is:

- To provide a platform for seamless integration of methodological and technological developments, and their business applications.
- To facilitate interface between emerging business problems and evolving techno-analytical solutions.
- To address research in technology, techniques and applications in business.
- To bridge the gap between the academia and industry for cross-fertilization of ideas leading to effective dissemination of developments in business analytics and other emerging areas.

JIM is a multidisciplinary, bi-annual journal in the area of business management that capture developments in technology, processes and products to facilitate application in business. Journal will serve as a platform for the dissemination of knowledge on shifting techno-analytical paradigms and map its cascading consequences on various facets of business (marketing, finance, HR, operations, strategy, entrepreneurship etc.).

The journal will include up-to-date, high-quality and original contributions—research papers, reviews, case studies and syntheses as well as book and conference reviews—dealing with questions on how, why and when an emerging technology and/or innovation occur, succeed, fail and disappear. Journal will publish scholarly research as well as practice papers which offer unique insights.

JIM is served by a very competent editorial board along with a network of scholars from all around the world. The editorial board is drawn from different disciplines to secure high-quality cross-functional contributions. The editorial

board will ensure originality and utility of the contributions in order to achieve high-quality, impactful publications in the journal.

JIM will strive to attract and engage with researchers, academicians and corporate leaders in the area of innovation and management. University and Corporate Libraries, individual academicians, researchers and professionals are the primary target group for the journal. The journal will cater to intellectuals from all spheres of life and disciplines. It will provide a perfect platform for researchers to publish their work in emerging areas of business and evolving techno-analytical solutions. It will address research in technology, techniques and their applications in business across business functions. Thereby, the journal will be an interdisciplinary journal in the area of business management and captures business impact of new developments in technology, economic environment and digital diffusion.

Any research paper, case study, book reviews and innovations that you wish to submit, either in an individual or a collaborative manner, are much appreciated and will certainly substantially contributes towards the development and success of the journal. All papers are going to be double-blind peer-reviewed to maintain the quality of the publication.

Best wishes and thank you in advance for your contribution to the journal.

Ramesh Behl
Editor-in-Chief
IMIB Journal of Innovation and Management