

## Editorial aims and scope

- What are the aims and scope of the journal? If relevant, describe the orientation of the journal (e.g., empirical, theoretical, policy-oriented, clinical, qualitative/quantitative, etc.). Include a defined mission statement as it will appear in the journal.
- Who is it for, at what intellectual level and what disciplines?
- What disciplines or sub-disciplines will be covered?
- Include at least two sample tables of contents. The titles/authors need not represent actual articles, but more a vision of your ideal content.

It is worth noting that a journal which is extremely diffuse in its cross-disciplinarity is usually the most difficult to make commercially viable, since it requires considerable (and therefore expensive) promotional coverage of a number of different areas. If at all possible, you should try and identify some 'core' target fields within which would be found the main audiences for the journal.

- How international will the journal be and how will this be reflected in the editorial objectives? For example, how will you ensure that you receive contributions from other countries of the world?

Again, you should note that it is generally important to us that a journal is truly international in its scope, both in terms of contributions and editorial structure. It is also a 'fact of journal life' that in most instances a journal's long term financial viability is dependent on obtaining a significant proportion of its subscriptions in America. You should address the need to appeal to the global market and any implications, for example, of possible key differences, approaches and interests in the field(s) covered between the continents.

- What intentions, if any, do you have regarding foreign-language contributions? We would encourage you, for a range of practical reasons, to consider certainly initially, limiting contributions to the English language. If you wish to translate articles, you need to consider a) who would undertake translation and b) how will decisions be reached on articles in languages not known by the Editors?

## Aims and Scope of journal (incomplete)

We are looking for a proposal which encompasses the following key areas:

### *About the Journal*

**NITI: Journal of Management Research** strives to encourage and disseminate high-quality research on the ways in which business, institutional and public policies shape management practice, governance and societal outcomes. The journal emphasizes the dynamic relationship between institutional performance, and policy design particularly in the context of emerging economies where policy decisions have profound implications for sustainable development.

By fostering dialogue across disciplines and sectors, NITI provides a platform for scholars, practitioners, and policymakers to critically examine how policies influence institutions and markets. In doing so, the journal bridges theory and practice, offering insights that not only advance academic knowledge but also guide effective and sustainable systems of governance in real-world decision-making.”

### Aims and scope of the Journal

NITI: Journal of Management Research is a peer-reviewed journal dedicated to advancing both scholarly and practice-oriented understanding of business, institutional and public, policies in the context of management and governance. The journal provides a platform for critical inquiry into the role of policies in shaping organizations, markets, and societies, with a particular emphasis on the realities, challenges, and opportunities of emerging economies.

The journal adopts a pluralistic approach to policymaking, encouraging contributions that embrace multiple perspectives, diverse methodologies, and interdisciplinary engagement. NITI welcomes research that examines policies across multiple levels—from organizational and sectoral contexts to national and global governance systems—highlighting their impact on management practices, institutional performance, and socio-economic development.

In seeking to bridge theory and practice, NITI invites original research, conceptual papers, case studies, and policy analyses that generate actionable insights for leaders, managers, and policymakers. Contributions may address a wide range of themes, including but not limited to sustainable governance, ethical leadership, innovation in policy design and implementation, policy impacts on entrepreneurship and markets, and the interplay between local contexts and global policy trends. By fostering dialogue across disciplines and sectors, NITI aims to deepen understanding of how policies can drive effective, ethical, and sustainable systems of governance—contributing to knowledge creation and informed decision-making in business, government, and society.

### • Rationale of the Journal (why the journal is needed)

The rationale behind NITI: Journal of Management Research lies in the growing need to understand how policies—whether public, business, or organizational—shape the functioning of institutions, markets, and societies in an increasingly complex and interconnected world.

While much of the policy discourse has traditionally been framed from the perspectives of developed economies, the realities of emerging economies demand greater scholarly and practice-oriented attention. These contexts are marked by unique governance challenges, resource constraints, and opportunities for innovation that call for fresh insights into policy design, implementation, and impact.

NITI seeks to address this gap by providing a dedicated platform for research that examines the role of policies in management and governance from multidisciplinary and cross-sectoral perspectives. By emphasizing pluralism in approaches and methodologies, the journal aspires to bridge the divide between theory and practice, enabling a richer understanding of how policies can foster effective leadership, sustainable growth, institutional resilience, and ethical governance.

In doing so, NITI contributes to advancing both academic knowledge and practical solutions that support policymakers, business leaders, and managers in shaping organizations and societies that are better equipped to meet contemporary global and local challenges.

- **The journal's target audience and market potential**

NITI: Journal of Management Research is designed for a broad readership that includes academics, researchers, policymakers, business leaders, managers, and practitioners engaged in the study and practice of management, governance, and policy. The journal serves as a resource for:

Scholars and researchers in management, public policy, organizational studies, economics, political science, and related disciplines who seek to advance theoretical and empirical knowledge on the role of policies in shaping organizations and societies.

Policymakers and government officials involved in designing, implementing, and evaluating public and business policies, especially within the context of emerging economies.

Business leaders and managers interested in understanding how policy environments affect organizational strategy, governance practices, and market dynamics.

Students and early-career researchers looking for critical insights into the intersections of management, governance, and policy in contemporary contexts.

Practitioners and consultants engaged in policy design, organizational development, and governance reform who wish to ground their work in evidence-based research.

By engaging this diverse audience, NITI aims to foster dialogue across academia, government, and industry, encouraging the exchange of ideas that inform effective, ethical, and sustainable systems of management and governance.