

MBA JOURNALS

CATALOGUE

www.mbjournals.in



NOLEGE IN
The Knowledge Repository

Greetings from MBA Journals !!!

CELNET (Consortium e-learning Pvt.Ltd.) is among the fastest growing and innovative publisher of books, journals, and programs, Known for its commitment to quality and innovation. It started its journey with **Nanotrends: A Journal of Nanotechnology and Its Applications' (started in year 2006)** and Nanotechnology books and programs in the year 2005 and soon after that started 60 scholarly STM (Scientific , Technical , Medical) **STM Journals(started in year 2010).**

At present CELNET constitutes of 100+ successful Journal(s) with their ISSN's,even CELNET group constitutes of 225+ journals and now are coming up with our another initiative as MBA Journals.

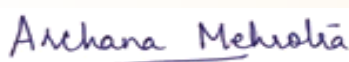
CELNET focuses upon the experience and expertise of their authors, editors, learned societies, colleagues, and vendors with whom they work and focus on anticipating and delivering what is required in the market. With the growth and maturity of Indian business and academics in the management field , the need for national journals was ecoed among the learned community . Henceforth , the need of quality MBA journals were felt reflecting practical approaches to new perspectives and challenges in diversified but related fields. Sixteen (16) new journals covering field of Management , Marketing , Finance, Human Resources , Business and Industry were launched under the banner of MBA journals.

We are thankful to all our existing esteemed subscribers for having faith in us without which this success would have remained incomplete .

Free online access to the subscribed and published journals will be given to those who subscribe for year 2018.

We appreciate your interest in our Publications. For further details you may please browse through our website www.mbjournals.in

Looking forward to hear from you soon,
With best regards



Archana Mehrotra

Dr. Archana Mehrotra

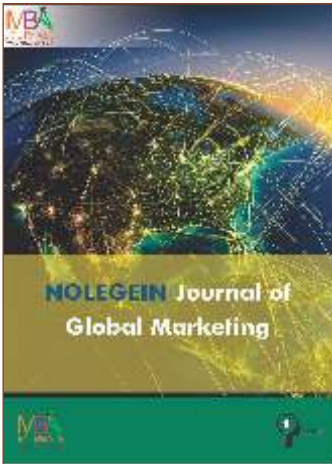
Director, MBA Journals

Chairman, Publication Management Team

Consortium e-Learning Network Pvt. Ltd Noida, India

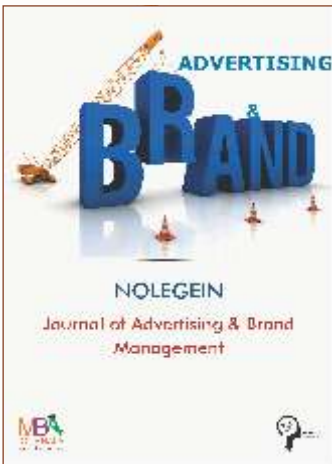


Category A : Marketing Journals



NOLEGEIN Journal of Global Marketing

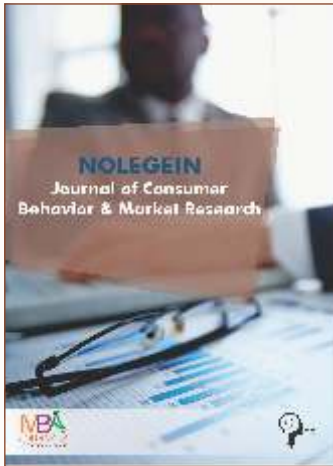
- Global strategic marketing planning
- Cross national/cultural consumer decision making and behavior
- Global competitive strategy
- Transfer of marketing technology
- Global marketing information systems
- Global buyer-seller interactions
- Global strategic alliances
- Advantages and disadvantages of Global Marketing.



NOLEGEIN-Journal of Advertising and Brand Management

- Advertising theories and their relationship with practice
- Media Research, advertising and communications
- Promotional Research and management
- Cross media research and management
- Consumer research and advertisement analysis
- Types of advertising
- Sales promotions
- Media and advertising approaches
- Rise in new media
- Crowdsourcing
- Global advertising
- Foreign public messaging
- Diversification
- New technology
- Advertising research
- Social media
- Advertising and organisational responsibilities
- Cognitive information models
- Hierarchy of effects models
- Foote, Cone, Belding (FCB) planning grid
- Advertising planning
- Careers in advertising management





NOLEGEIN Journal of Consumer Behavior & Market Research

- Market information
- Market segmentation
- Market trends
- Marketing effectiveness
- Customer analysis
- Choice modeling
- Competitor analysis
- Risk analysis

Category B : Management Journals



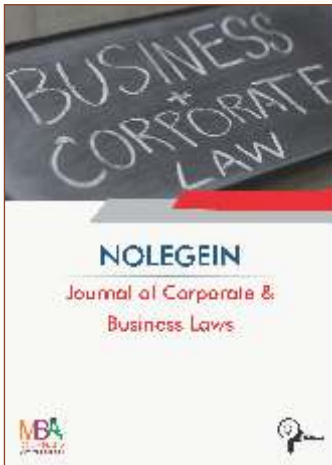
NOLEGEIN Journal of Kautilya Strategic Management

- Strategic Management process
- Management decisions
- Time scales and production development planning
- Structure of the organization
- Activities of the organization
- Analysis of internal and external factors for product development
- SWOT Analysis
- Experience curve



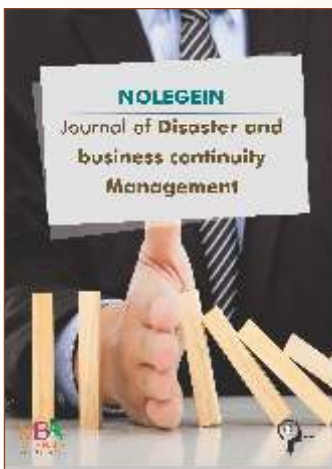
NOLEGEIN Journal of Organizational Behavior Management

- Management and Organisational Behavior
- Evolution of Management Thoughts
- Departmentation and Structural Formats
- Organisational culture and Change Management
- Systems analysis, management, training, and performance improvement
- Human resource management
- Applied behavior analysis



NOLEGEIN Journal of Corporate & Business Laws

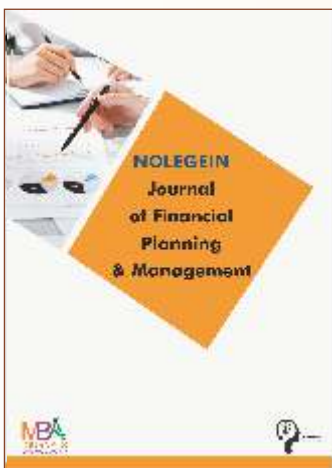
- Delegated Management
- Contracts: Formation and Contents
- Competition and Consumer Law
- Corporate governance and corporate finance
- Partnership (General, Limited, Limited liability)
- Business Organisations and internal rules
- Balance of power
- Director's duties and liabilities
- Corporate Liability: Contract, Tort and Crime



NOLEGEIN Journal of Disaster and Business Continuity Management

- Disaster prevention
- Disaster preparedness
- Disaster relief and recovery
- Study of Natural Calamities
- New innovation and techniques for disaster control and management
- Professional practices of business continuity
- Infrastructure crisis, public policy
- Risk management, decision technology
- Natural resources, environmental threats

Category C : Finance Journals



NOLEGEIN Journal of Financial Planning and Management

- Personal Finance and Corporate financial Service Industry
- Financial statement analysis
- Sources of Financing
- Capitalization and Capital Structure
- Cost of Capital
- Leverage & Dividend Decision
- Capital Budgeting
- Working Capital Management
- Financial System

Category D : HRM Journals



NOLEGEIN Journal of Human Resource Management & Development

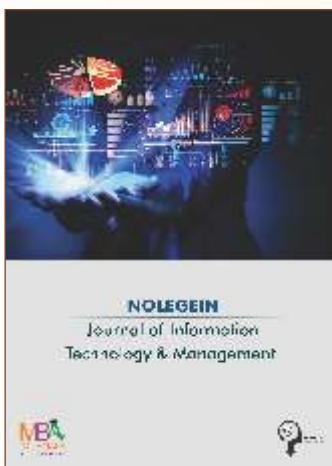
- Education, Training and Development Practices
- Human Resource Maintenance and Retention
- Compensation Practices
- Business Leadership
- Consulting and Diversity
- Employee Relations
- Ethics & Sustainability
- Global HR
- Organizational & Employee Development



NOLEGEIN Journal of Performance Management & Retention Strategies

- Retention Strategies
- Retention and Motivation Theory
- Herzberg's Theory
- Equity Theory
- Expectancy theories
- Organizational behavior management
- Behavioral systems analysis
- Role of leaders in employee retention
- Motivation and employee retention

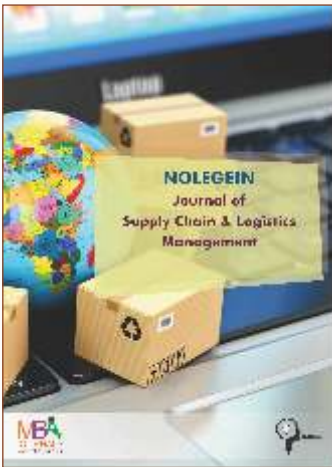
Category E : Industry Journals



NOLEGEIN Journal of Information Technology & Management

- Strategic importance of information systems
- Information systems planning and policy
- The impact of information technology on the organization
- Network and Electronic Commerce
- Information technology issues for management
- Internet and network security
- Systems development alternatives
- Data base design and administration
- The fundamentals

Category F : Business Journals



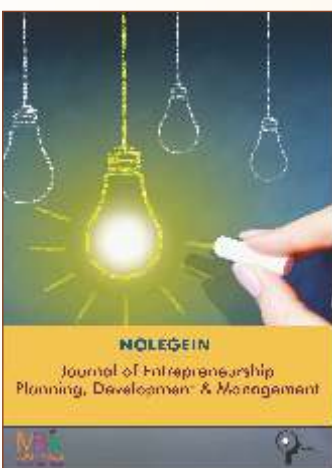
NOLEGEIN Journal of Supply Chain and Logistics Management

- Marketing channels and strategy
- Transaction cost economics
- Logistics performance management
- Enterprise resource planning
- E-logistics and Logistics information systems
- Customer relationship management
- Supply chain management
- Warehouse management
- Purchasing, Procurement, E-commerce, E-auctions



NOLEGEIN Journal of Operations Research & Management

- Decision theory and analysis
- Operations research techniques in finance and marketing
- Manufacturing and operations theory and practice
- Operations models in services
- Applications of operations research techniques
- Operations research in public sector organizations



NOLEGEIN Journal of Entrepreneurship Planning, Development and Management

- Entrepreneurship and future analysis
- Entrepreneurship Development
- Entrepreneur and The Environment
- Entrepreneurship in developing countries
- Problems and Difficulties of Entrepreneur
- Women Entrepreneurs
- Corporate entrepreneurship
- Online business and strategy
- Economy Policy



Journal of Management
Information Systems

MBA

NOLEGEIN Journal of Management Information Systems

- Business globalization and information technology
- Relationship between information technology and organizational performance
- The human element in organizational computing
- Informational support of collaborative work
- Knowledge management, organizational learning, and organizational memory
- Securing Information Systems, management of information resources
- Enterprise/executive information systems, ethics in Information Systems



NOLEGEIN
Journal of Business Ethics,
Ethos & CSR

MBA

NOLEGEIN Journal of Business Ethics , Ethos & CSR

- Accounting Ethics
- Goods and Service Tax
- Behavioral ethics (e.g., moral identity, decision making, etc.)
- Business ethics and the global economy
- Employment Ethics
- Health care ethics
- Management ethics
- Marketing & sales ethics
- Virtue theory

Online access includes current and back issue only for subscribers.

Static IP/ username based access.

Unlimited downloads for subscribers.

Subscription is Calendar year based (Jan-Dec) Payment by demand draft or cheque Payable at per, New Delhi in favor of "CELNET", Payable at "Delhi/New Delhi" In case of outstation Cheque , please add Rs.185.00 only.

Prices can be changed without any prior notice.

For more information, please feel free to Contact : subscription@mbajournals.in
info@mbajournals.in

MBA JOURNALS

A Division of Consortium e-Learning Network Pvt. Ltd.

A-118, First Floor, Sector-63, Noida, U.P., India-201301

Tel: +91- 0120 - 4781204/06/11 /19

Mobile: +91- 9810078958

E-mail : info@mbajournals.in , subscription@mbajournals.in

Website : www.mbajournals.in

