

Dear Contributors

SIESCOMS successfully launched the maiden issue of *SIES Journal of Pharma-Bio Management* (SJPBM, ISSN 2321-9688) in September 2013. The journal is one of its kinds in the area of Pharmaceutical & Biotechnology Management and aims to cover the important issues and trends shaping the future of the Biotech and Pharmaceutical industry with particular reference to management issues and practices. Now, we are now announcing the call for papers for its September 2014 issue.

The journal will maintain a rigorous policy of publishing quality research reports of interest to individuals involved in the manufacturing, wholesale, retail, sales, regulatory, institutional, organizational, and academic components of the pharmaceutical and biotech industry. Some of the management issues that the journal will address include:

- Cost & quality management
- Drug Pricing
- Drug licensing
- Forecasting
- Business finance
- Marketing compliance
- Medico marketing
- Digital marketing
- OTC marketing
- Brand / product management
- Brand marketing / communications
- Marketing / sales management / advertising including packaging
- Supply chain management
- Cold chain management
- Retailing
- Biosimilar and follow-on-biologics development and marketing
- Generic & Branded generic business
- Biopharmaceutical business
- Commercialization of NCE & NBE
- Healthcare management including hospital administration
- Medical Device management
- Agribusiness management
- Food processing business
- GMOs- Profitability & Marketability
- Health and drug policy research
- Intellectual property management
- Regulatory affairs
- Clinical research management
- Risk management
- Post Marketing Surveillance
- Medical tourism

- Environment management

Guidelines for submitting manuscripts

The authors are hereby invited to submit original research articles or original theoretical articles with academic depth or a book review.

- Size:** The article can be up to 3000 words excluding references and abstract.
- Format, Length & Style:** The manuscript should be submitted using “MS Word”. “Times New Roman” font should be used with double spacing. The font size should be of 12pt for full text, all main and subheadings. All research articles should have the following sections: Title page, Abstract, Key words, Introduction, Review of Literature, Research Methodology, Data Interpretation/Analysis, Results, Conclusion, Acknowledgement (if any) and References.
- Abstract:** All articles should have an abstract of around 250 words.
- Details of Author:** The article should contain author’s full address/ affiliations, telephone/fax number and email addresses. The author should mention the undertaking that the manuscript has not been published elsewhere or considered for publication by any other journal. Research article should also accompany another undertaking that the article is the original work of the author(s).
- Tables and Figures:** Tables must be concise and cited consecutively using Arabic numerals in the text (Table 1, Table 2...etc.). The title of the table should clearly indicate the nature of the contents and sufficient detail should be included in the footnote to facilitate interpretation without reference to the text. All figures must be referred to in the text and numbered with Arabic numerals in the sequence in which they are cited (Figure 1, Figure 2 etc.). Each figure must be accompanied by a legend explaining in detail the contents of the figure. Graphs and bar graphs should preferably be prepared using Microsoft Excel and submitted as Excel graph pasted in Word. Alternatively photographs can be submitted as JPEG, GIF or TIFF files. Keys to symbols, abbreviations, numbers or letters used in the illustrations should not be written on the illustration itself but should be clearly explained in the legend. All Tables and Figures captions and legends should be typed on a separate page. Color plates are also welcome. The choice of cover art illustration will be made by the Editor.
- References:** All references should be in American Psychological Association (APA) style. For more information on the APA format, see <http://www.apastyle.org>
- Submission of Manuscripts:** All articles should be submitted through soft copy to **Dr. Shuchi Midha**, Editor, SIES Journal of Pharma Bio Management at: **editorsjpbm@siescoms.edu**
- Please enclose a letter stating the below mentioned information

Signature of each author below certifies compliance with the conflict of interest disclosure:

All institutional or corporate affiliations of mine and all funding sources supporting the study are acknowledged. I certify that I have no commercial association that might represent a conflict of interest in connection with the submitted manuscript.

Title of article:

Signature of the corresponding author:

Name of the corresponding author:

Mailing address:

Phone:

Email:

A brief write up about the authors' interest areas/expertise/experience. All articles will be reviewed by a panel of two experts (internal and / or external) and decision of the editorial committee will be communicated within 10-15 days of receipt of the article.