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In 1968, Associated Management Consultants Private Limited commenced the publication of Indian Journal of Marketing (ISSN 0973- 8703), with a vision to reform the serious deficiency of quality research journals in India, as well as to bequeath an academic podium to researchers across the globe to publish original, innovative, pragmatic, and high-quality research work in the field of Marketing. We expanded our product portfolio with Indian Journal of Finance (ISSN 0973 – 8711), and Prabandhan: Indian Journal of Management (ISSN 0975 – 2854), which were launched in 2007 and 2008 respectively. Indian Journal of Marketing, Indian Journal of Finance and Prabandhan: Indian Journal of Management are double – blind peer reviewed refereed monthly journals, which are being regularly published since 1968, 2007 and 2008 respectively.



Indian Journal of Marketing, Indian Journal of Finance and Prabandhan: Indian Journal of Management enjoy a pan- India presence, and a discernible international readership and subscriber base. Our publications have successfully built a corpus, where different stakeholders unite and debate upon diverse issues related to Marketing, Finance and Management, and provide well-researched and tested benchmarks for the academia and industry. Insights for managers, policymakers and scope for future research are also the by-products of the research work. The scope of our journals is not just limited to the academic field and classrooms - the papers published in Indian Journal of Marketing, Indian Journal of Finance and Prabandhan: Indian Journal of Management act as an extremely valuable source of information for Academicians, Consultants, Business Managers, Practitioners of Social Sciences, as well as for Policymakers, who can feed the results of research into management practice and public policy making.

The development of academic research capacities carries within itself, the seeds of future economic and social development. Due to lack of access, researchers and academicians cannot build upon latest research, and research loses its impact. Hence, as publishers of quality research, we have to ensure that we reach as wide an audience as possible (and that too at affordable cost) to maximize the impact of our publications as increased accessibility improves the discoverability, and can lead to unexpected benefits like interdisciplinary collaboration. Therefore, positioning journals online is inevitable in the digital age. For maximizing research dissemination and impact, and to optimize readership, citation and submission, journals now need an excellent online platform, genuine global accessibility, and sophisticated marketing to guide researchers to quality material amidst the growing morass of online research. Online Publishing opens up exciting opportunities to move beyond the traditional modes of journal navigation.

After successfully publishing journals in the print version since the last four decades, we feel proud to announce the launch of the e- version - The DigitalEdition of Indian Journal of Marketing, Indian Journal of Finance and Prabandhan: Indian Journal of Management. The Digital version perfectly complements the Print version of Indian Journal of Marketing, Indian Journal of Finance and Prabandhan : Indian Journal of Management and from 2012, our journals would be available in the dual format: *the Current Issues would be available in the Print Format, and the Archives till 2011 would be available in both - the Print and the Digital format. We are the pioneers in this field as for the first time in India; such technology (that delivers content across web, mobile (Android) and tablet devices (iOS) web browsers) has been implemented to digitize the content of research journals.*

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