

Asian Journal of Management Research: A Gateway to Emerging Insights in Business and Management

The world of academic publishing is vast, yet a few journals stand out as vital conduits for groundbreaking research in specific regions or disciplines. One such publication is the **Asian Journal of Management Research** (AJMR). With a growing reputation for rigor, relevance, and accessibility, AJMR has become a cornerstone for scholars, practitioners, and students seeking to understand the dynamic landscape of management across Asia. In this article, we explore the journal's origins, scope, editorial standards, and the value it brings to the global research community.

What Is the Asian Journal of Management Research?

AJMR is a peer reviewed, open access journal that publishes high quality research on all facets of management, with a particular focus on the Asian context. It serves as a platform for scholars to disseminate empirical findings, theoretical frameworks, and methodological innovations that address the unique socio economic, cultural, and institutional dynamics of Asian economies. By offering a free and transparent publishing model, the journal encourages wide dissemination and engagement across academia, industry, and policy circles.

History and Background

Established in the early 2000s, the Asian Journal of Management Research was founded to fill a gap in the scholarly landscape: a dedicated venue for research that reflects the complexities of Asian business environments. The founders recognized that many Western centric journals often overlook region specific challenges such as rapid industrialization, family owned enterprises, and emerging digital ecosystems. Over the past two decades, AJMR has evolved from a modest quarterly publication into a respected, tri annual journal with an international editorial board and a growing readership.

Scope and Focus Areas

AJMR welcomes a broad array of research topics, including but not limited to:

- Strategic Management – competitive advantage, corporate governance, and strategic decision making in Asian firms.
- Organizational Behavior – leadership styles, employee engagement, and cross cultural dynamics.
- Marketing and Consumer Behavior – brand perception, digital marketing, and consumer segmentation in Asian markets.
- Human Resource Management – talent acquisition, training, and workforce diversity.
- Innovation and Entrepreneurship – startup ecosystems, venture capital, and technology adoption.
- Operations and Supply Chain Management – logistics, sustainability, and production efficiency.
- Information Systems – IT governance, data analytics, and cybersecurity.
- Finance and Accounting – financial reporting, risk management, and capital markets.

While the journal is geographically focused on Asia, it encourages comparative studies that juxtapose Asian

practices with global trends, thereby enriching the international discourse.

Publication Process

AJMR follows a streamlined yet rigorous publication pipeline designed to ensure timely yet thorough review:

1. Submission – Authors submit manuscripts through the journal's online portal, adhering to the specified formatting and citation guidelines.
2. Initial Screening – The editorial office checks for scope alignment, plagiarism, and compliance with submission standards.
3. Peer Review – Manuscripts are sent to at least two independent reviewers with expertise in the relevant field.
4. Revisions – Authors receive detailed reviewer feedback and are invited to revise and resubmit.
5. Final Decision – The editor assesses the revised manuscript and makes a recommendation to accept, accept with minor changes, or reject.
6. Publication – Accepted papers undergo copy editing, typesetting, and are published online ahead of print.

Authors benefit from a transparent review timeline, with most manuscripts receiving a first decision within 6–8 weeks.

Peer Review and Editorial Board

The credibility of any academic journal hinges on the integrity of its peer review process. AJMR's editorial board comprises scholars from leading universities across Asia and beyond, ensuring a balanced perspective on methodological rigor and cultural relevance. The board's responsibilities include:

- Maintaining high ethical standards and preventing conflicts of interest.
- Guiding reviewers to provide constructive, evidence based feedback.
- Ensuring that accepted papers contribute novel insights to the field.

In addition, the journal employs a double blind review system, safeguarding the anonymity of both reviewers and authors to promote impartiality.

Indexing and Impact

AJMR's visibility is amplified through indexing in prominent academic databases, including:

- Scopus
- Emerald Insight
- Google Scholar
- Directory of Open Access Journals (DOAJ)

While the journal's impact factor is modest compared to long established Western journals, its influence is rapidly growing, especially within the Asian research community. The open access model ensures that articles are freely available, boosting citation potential and real world application.

Submission Guidelines

To maintain consistency and quality, AJMR provides detailed author guidelines that cover:

- Manuscript structure (abstract, introduction, literature review, methodology, results, discussion, conclusion).
- Formatting style (APA 7th edition is recommended).
- Word count limits (typically 6,000–8,000 words for research articles).

- Figures, tables, and supplementary materials.
- Ethical considerations (conflict of interest, data availability statements).

Authors are encouraged to read the full guidelines before submission to avoid common pitfalls such as incomplete references or insufficient methodological detail.

Benefits for Authors

Publishing in AJMR offers several advantages for researchers:

- Open Access Visibility – Articles are freely accessible worldwide, increasing readership and citation rates.
- Rapid Publication – The efficient review process reduces time from submission to publication.
- Regional Relevance – The journal's focus on Asian contexts ensures that research findings resonate with local stakeholders.
- Professional Recognition – Being published in a peer reviewed journal enhances academic CVs and can influence funding decisions.
- Community Engagement – Authors can engage with a network of scholars through conference calls, webinars, and special issues.

How to Cite AJMR

When referencing articles from the Asian Journal of Management Research, follow the citation style most appropriate for your discipline. An example in APA format is:

Author(s). (Year). Title of the article. *Asian Journal of Management Research*, Volume(Issue), Page range. DOI

Always include the DOI (Digital Object Identifier) to facilitate direct access to the source.

Notable Articles and Their Impact

Several AJMR publications have sparked significant academic and practical conversations. For instance:

- “Digital Transformation in Asian SMEs: Drivers and Barriers” – This study provides a comprehensive framework for understanding how small and medium enterprises adopt digital technologies.
- – The article explores the interplay between family dynamics and corporate governance.
- “Cross Cultural Negotiation Strategies in East Asian Markets” – A comparative analysis that informs multinational corporations entering Asian markets.

These works have been cited extensively in subsequent research, underscoring AJMR's role as a thought leader in management studies.

Comparing AJMR to Other Management Journals

While AJMR shares commonalities with global management journals—such as rigorous peer review and academic relevance—it distinguishes itself through:

- Geographic Focus – Emphasis on Asian economies, cultures, and business practices.
- Open Access Model – No subscription fees, increasing accessibility.
- Community Engagement – Active collaboration with regional academic societies and industry partners.
- Emerging Research Topics – Early coverage of topics like fintech, green business, and digital health within Asia.

These attributes make AJMR a valuable alternative for scholars seeking a platform that aligns with their regional

interests.

Future Directions and Emerging Trends

Looking ahead, AJMR is poised to expand its influence by:

- Introducing special issues on emerging themes such as sustainability, AI ethics, and global supply chain resilience.
- Partnering with leading Asian universities to host joint conferences and workshops.
- Enhancing digital presence through podcasts, video abstracts, and social media engagement.
- Implementing advanced metrics like Altmetrics to capture real world impact beyond traditional citations.

These initiatives will further cement the journal's position as a leading voice in Asian management research.

Conclusion

The Asian Journal of Management Research stands as a beacon for scholars dedicated to exploring the intricacies of business and management within Asia. Its commitment to rigorous peer review, open access dissemination, and regionally relevant scholarship makes it an indispensable resource for academics, practitioners, and policymakers alike. Whether you are a seasoned researcher or an emerging scholar, AJMR offers a platform to share insights that can shape the future of management practices across one of the world's most dynamic regions.

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