



COMMERCE AND MANAGEMENT ASSOCIATION OF INDIA

Nurturing Leadership Excellence

Publishing Guidelines for Authors

Book Title:

Global Business Environment: Challenges and Opportunities

Chapter Guidelines:

- **Length:** Each chapter should be between 10 to 15 pages.
- **Target Audience:** The book is aimed at academics, researchers, business professionals, and graduate students who are interested in gaining a deeper understanding of the global business environment.
- **Writing Style:** Ensure that the content is scholarly yet accessible, with a clear and engaging writing style. Avoid jargon and ensure that any technical terms are well-explained.
- **References:** Use APA style for citations and references. Include a comprehensive bibliography at the end of your chapter.
- **Figures and Tables:** Incorporate relevant figures, tables, and charts to illustrate key points. Ensure that these are clearly labeled and referenced in the text.
- **Examples and Case Studies:** Include real-world examples and case studies to support your arguments and provide practical insights.
- **Review and Editing:** Ensure your chapter is thoroughly reviewed and edited for clarity, coherence, and grammatical accuracy before submission.

Chapter Topics:

1. **Introduction to the Global Business Environment**
 - Overview of global business
 - Importance of understanding global business dynamics
2. **Globalization and Its Impact**
 - Definition and drivers of globalization
 - Pros and cons of globalization
3. **International Trade Theories**
 - Classical and modern trade theories
 - Comparative advantage and competitive advantage

4. Global Economic Systems

- Different economic systems around the world
- Impact of economic systems on global business

5. International Financial Markets

- Structure and functioning of international financial markets
- Exchange rates and their impact on business

6. Global Market Entry Strategies

- Various modes of entry into international markets
- Factors influencing the choice of entry strategy

7. Cross-Cultural Management

- Importance of understanding cultural differences
- Strategies for managing cross-cultural teams

8. International Marketing Strategies

- Adapting marketing strategies for global markets
- Global branding and positioning

9. Global Supply Chain Management

- Designing and managing global supply chains
- Challenges and strategies in global logistics

10. International Human Resource Management

- Managing human resources in a global context
- Recruitment, training, and development for international assignments

11. Global Business Ethics and Corporate Social Responsibility

- Ethical issues in global business
- Role of CSR in the global business environment

12. International Trade Policies and Agreements

- Overview of major trade policies and agreements
- Impact of trade policies on global business

13. Global Competitive Strategy

- Analyzing global competition
- Developing strategies to compete in global markets

14. Emerging Markets and Opportunities

- Identifying and evaluating opportunities in emerging markets
- Challenges in doing business in emerging markets

15. Global Risk Management

- Types of risks in global business
- Strategies for managing global risks

16. Technology and Innovation in Global Business

- Role of technology in global business
- Innovation strategies for international markets

17. International Business Negotiations

- Strategies for successful international negotiations
- Cultural considerations in negotiations

18. Legal and Regulatory Environment of Global Business

- Understanding international business laws and regulations
- Compliance with global regulatory standards

19. Sustainability in the Global Business Environment

- Importance of sustainability in global business
- Strategies for achieving sustainable business practices

20. Corporate Social Responsibility

- Integrating Ethical Practices in Global Business

21. Future Trends in Global Business

- Predictions and trends shaping the future of global business
- Preparing for future challenges and opportunities

Submission Instructions:

- Ensure all content is original and free from plagiarism.
- Collaborate with other authors if your chapters have overlapping themes to maintain consistency.

Additional Details:

- **Deadline for Submission:** [15th August 2024]
- **Formatting Guidelines:** [Refer Appendix A]
- **Submission Portal:** [Link will be shared, you can also mail to support@cmaoi.org with Subject "Call for Chapter"]
- **Contact Information:** For any queries, please contact

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We look forward to your valuable contribution to making this book a comprehensive guide for aspiring and current entrepreneurs.

Appendix A

Formatting Guidelines

General Guidelines

1. **Language:** All contributions should be in English.
2. **File Format:** Submit manuscripts in Microsoft Word (.doc or .docx) format.
3. **Font and Spacing:**
 - Font: Times New Roman, 12-point
 - Line spacing: 1.5
 - Margins: 1 inch on all sides
4. **Title Page:** Include the title of the chapter, the author's name(s), affiliation(s), and contact information.

Structure

1. **Title:** Clear and concise, reflective of the chapter content.
2. **Abstract:** A brief summary (150-200 words) of the chapter.
3. **Keywords:** 4-6 keywords relevant to the chapter content.
4. **Introduction:** Introduce the topic, objectives, and importance of the chapter.
5. **Main Body:** Organized into sections and subsections with appropriate headings.
6. **Conclusion:** Summarize the key points and suggest future research directions.
7. **References:** Follow the APA (7th edition) referencing style.
8. **Appendices:** Include only if necessary.

Citations and References

1. **In-text Citations:** Use author-date format (e.g., Smith, 2020).
2. **Reference List:**
 - Books: Author, A. A. (Year). Title of work: Capital letter also for