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# Working Paper



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INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

# A STUDY OF THE IMAGE OF INDIAN JOURNALS ON MANAGEMENT AND SOCIAL SCIENCES IN THE INTERNATIONAL ACADEMIC COMMUNITY

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Indian Institute of Management Ahmedabad

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Anand S Dhawle &

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# ABSTRACT

It is hypothesised that academic journals of noteworthy research content also have a high acceptance in the international academic community. Analysis of responses from the well known universities of the world reveals that Indian journals on social sciences except those on economics and industrial relations have a very poor acceptance outside India. This should give an impetus to social scientists to investigate whether Indian journals on social sciences excluding a few are really academically inferior.

# SCOPE AND OBJECTIVE OF THE STUDY

The purpose of the study is to investigate the acceptability of Indian journals on social sciences in the international academic community. We are restricting ourselves only to academic journals. Academic journals are distinguished from daily newspapers and weeklies or periodicals written in a journalistic style by the nature of articles published in them. The acceptability of academic journals can be taken as an index of their research contents.

Academic articles on social sciences can be broadly classified into two classes:

- a) articles of abstract, theoretical and general nature. Such articles have a validity beyond time and place:
- b) articles dealing with the urgent problems of today. Such an article in an academic journal is distinguished from similar articles in journalistic periodicals by the nature of its scientific analysis, i.e., setting up of interesting hypotheses, considering their

limitations and testing the hypotheses. On the other hand an article in a newspaper or a weekly generally deals with the comparison of past and actual data and some speculations on the current trends.

In scientific research, there is constant need for the review and criticism of the results, or the "truths".

"Free dissemination of information and open discussion is an essential part of the scientific process. Each separate study of nature yields an approximate result and inevitably contains some errors and omissions. Science gets at the truth by a continuous process of self-examination which remedies omissions and corrects errors. This process requires free disclosure of results, general dissemination of findings, interpretations, conclusions and widespread verification and criticism of results and conclusions."

As a matter of fact there are no well established results which cannot be reviewed or questioned in the light of

American Association for the Advancement of Science (AAAS).

Report on "The Integrity of Science", 1965.

changing circumstances. There is also an indispensable need for uncomprising objectivity and evaluation of scientific results. The academic journals are the best means for dissemination, reviewing, and criticism of any new results. The professional bodies which are responsible for the publication of journals have therefore the task of selecting the articles which are most significant from the point of view of objective scientific creativity. The professional bodies have therefore to rise above regional or national or any group interest whatsoever in order to judge the academic worth of the articles presented to them for publication. Objectivity in the absolute sense is rarely attained by the journals. However, the individual biases of the journals more or less cancel themselves when a large number of international journals are considered. The science of the sense of the sense of international pournals are considered.

Academic journals gain reputation over a period of time by continuously publishing articles of substantial research

See Annexure I. Buswell, James O. "Publish or Perish?", Improving College and University Teaching, Vol. 23, No. 4, Autumn 1975, p. 219.

<sup>3</sup> Lofthouse, Stephen. "Thoughts on 'Publish or Perish' ", Higher Education, Vol. 3, No. 1, Feb. 1974, pp. 59-79.

content. Generally, journals of repute are also the journals which are most widely subscribed to. If an academic journal is widely subscribed to, then one can almost safely conclude that the journal must have established its reputation by papers of significant research content. For our study we have taken the criterion, of wide acceptability in academic institutions of different parts of the world for ranking the journals. Using this criterion we compare the Indian with the US and British journals. We also study which Indian journals are more reputed than the others.

## METHODOLOGY OF THE RESEARCH

A list of important academic journals on social sciences from different countries was prepared and sent to the libraries of the universities all over the world with a letter requesting them to tick-mark the journals which they are subscribing to. (Annexure II).

With all the responses received, the data were tabulated as shown in Table I. In Table I, the journals are

classified according to subjects. For each journals its title and country of origin are mentioned and the number of universities in different countries taking this journal The names of the countries are shown on the top of the columns, while the number enclosed in the bracket shows the number of universities which had responded to our request. From Table I, Table II was prepared separately for each of the countries; India, USA and UK. In preparing Table II, first of all, percentage acceptance in the home country for each journal was calculated. Similarly, the percentage for each journal in the country other than the home country was calculated. Table II (India) shows the ratio of home to foreign acceptance for Indian journals which are classified subjectwise. Thus, for instance, the journal "Chartered Accountant" has 40% home and only 6% foreign acceptance. Similarly, Table II (USA), Table II (UK) show the ratios of home to foreign acceptance of US and British journals. Finally, Table III gives a comparative study subjectwise of the relative acceptance of US, British and Indian journals. Only those subjects are chosen for which there are Indian journals comparable to American or

British ones. Thus some subjects are excluded from this comparative study as for example, "Education". assumption that there are no comparable Indian journals on "Education" is based on the fact that not a single Indian journal on "Education" has been recommended by the IIMA faculty up to now. The figure for each subject and for each country is obtained by taking an average of the ratios (home : foreign) of all the journals of that country of that subject. For instance, "Accounting" shows 10.83 for India. This is the average of the two Indian journals in "Accounting"; "Chartered Accountant" (Ratio - 40:6) and "Prajnan" (Ratio - 30:2). To show how the relative acceptance varies for different subjects in different countries, a comparison is made in Table IV, which shows subjectwise relative difference between USA and UK, USA and India, UK and India. Our conclusions are based mainly on the results of Table IV. They are clearly subject to the limitations of the sample of responses which we received. We cannot claim that our study has considered "acceptance" relative to "all" the universities of the world. However, we can claim that the responses of the major and well known universities have been considered in this study.

# INFERENCES FROM THE DATA

A striking fact revealed by comparing Table II of India with Table II of US is the comparative low acceptance of many of the Indian journals even in the home country. It is difficult to surmise whether this is due to "the academic worthiness" of the journals or due to lack of funds or interest in many of the academic institutions in India. Another striking fact is that in case of many of the Indian journals both the figures for home and foreign acceptance are low.

Table III showing the subjectwise comparative study of relative acceptance of journals bring out very clearly the facts that except for "Economics" and "Industrial Relations", most of the Indian journals have comparatively very poor acceptance in the international academic community. Table IV shows that Indian journals on "Accounting" have comparatively the least foreign acceptance. Even journals on "Psychology" and "Management" lag far behind with respect to their counterparts in USA or UK. Only journals on "Economics" and "Industrial Relations" can be considered to be on par with the American and British journals.

As pointed out earlier in the scope and objectives of the study, we have tried to grade Indian journals according to the relative high acceptance in the international academic community. This study should at least give an incentive to specialists in "Accounting", "Management" and "Psychology" to investigate whether the research contents of the Indian journals in these fields are far inferior to those of the foreign journals. We are not stating that we have 'proved' our hypothesis that wide acceptance in the international academic community is a criterion of academic worthiness of the journal. But this is a good hypothesis to begin investigations whether the journals which are ranked low according to this criterion are really academically inferior.

TABLE I	CEPTANCE OF JOURNALS BY UNIVERSITIES IN VARIOUS COUNTRIES	of the journal Origin USA CAN UK CONT IND SEA A&NZ AFR (11) (4) (5) (17) (10) (8) (3) (1)	Accountant IND 4 0 0 0 4 1 0 0 0 0 1	chal of Agricul- al Economics IND 7 2 3 3 9 4 2 0	chropologist IND 7 1 2 5 7 4 2 0	nk of India Bulletin IND 7 2 2 1 9 2 1 0 Money, Credit & Banking USA 10 4 1 3 2 6 3 0	An Swing Swiness Swing S
	ACCEPTANCE OF	SUBJECT/Title of the journal	ACCOUNTING Chartered Accountant Prajnan Abacus Accounting & Business ,'The Accounting Review	AGRICULTURE Indian Journal of Agricul- tural Economics	ANTHROPOLOGY Eastern Anthropologist	BANKING Reserve Bank of India Bullet Journal of Money, Cred	BUSINESS  Busines Horizons  California Management Review  Kyklos  Philippine Review of Business
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Table	le I (Contô.)							rage.	7.7	
	SUBJECT/Title of the journal	Origin	USA (11)	CAN (4)	UK (5)	CONT (17)	IND (10)	SEA (8)	A&NZ (3)	AFR (1)
, vo	COMMERCE Foreign Trade Review	QNI	7	0	0		Ŋ	0	ᠸ᠇	0
٢	ECONOMICS Arthavijnana Indian Economic Journal Indian Economic Review Sankhya - Series A Sankhya - Series B American Economic Review 'Applied Economics Estern Africa Economic Review Economic Development & Cultural Change Economic Journal Journal of Development Studies Journal of Public Economics Review of Income & Wealth World Development	IND IND IND IND IND USA ENG WEN ENG ENG ENG ENG	7000HC 0HC HH H H H H H H H H H H H H H H	工马正33443 344231	ପର୍ଜ୍ୟ ବ୍ୟବ୍ୟୟ	0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	<b>८७७७७००० ७८४०</b> ₽₽	40r55741 rr6081	ପ୍ରୟେଲ୍ଲ୍ଲ୍ର ଲ୍ଲ୍ଲ୍ର୍ଲ୍	оннноноо оноооо 
ω	EDUCATION Higher Education Sociology of Education	NET USA	99	N 90	40	10	<b>∓</b> €	4 N	0.03	H 0
σ	FINANCE Journal of Finance Public Finance	USA NET	10	40	<b>н</b> ю	97	4.2	94	ന ന	ਜਜ
10	INDUSTRIAL RELATIONS Indian Journal of Industrial Relations British Journal of Industrial Relations Industrial & Labour Relations Review	IND ENG .USA	9 7 6	2 4 4	<b>4</b> .72 E	1 6 7	e 2 e	א ה ה	2 2 17	0 0 1

Table	le I (Contd.)							Page	a)	12
	SUBJECT/Title of the journal	Origin	USA (11)	CAN (4)	UK (5)	CONT (17)	1ND (10)	SEA (8)		AGNZ (3)
11		(i	ι	C	(	(	•	•		•
	Indian Management Decision Sciences Journal of Management Studies Management Decision Management International Review Omega	IND USA ENG ENG WGR	V & L 4 & R	D m m m 4 1	044000	O O O M M 4	400011	H 40500		000440
15	ORGANIZATIONAL BELAVIOUR Social Forces Social Science Research Theory & Society	USA USA USA	111 9	400	4-1-	0 4 A	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	1227		123
13	PLANNING Long Range Planning	ENG	ω	т	8	Н	щ	2		ო
14	SCIENCE Quarterly Quarterly	IND	8	0.0	H H	Ηm	7 8	0.50		0 0
	n Journal of Folitica Science	IND	10	0	1	2	O	3		7
	Local Self Government Institute Quarterly Journal Visvabharati Quarterly	ON I	4 W	00	<del>~</del>	00	6	00		00
15	PSYCHOLOGY Indian Journal of Applied	į	U	C	C	C	ć	ć		Ó
	rsychology Indian Journal of Psychology Psychological Studies American Psychologist Journal of Applied Psychology	IND IND USA USA	100 100 100	00044	0004v	110000 10000	25.008	70010		000,00

Table	.e I (Contd.)					}		Page	1.3.	
	SUBJECT/Title of the journal	Origin	USA (11)	CAN (4)	UK (5)	CONT (17)	IND (10)	SEÄ (8)	AGNZ (3)	AFR (1)
	l	ENG	72	4	4	٣	5	Н	Н	0
	Organizational Benaviour and - Human Performance	USA	10	4	ю	(O	7	2	ю	0
16	PUBLIC ADMINISTRATION Indian Journal of Public Administration	IND	6	. 0	٣	0	Q	2	7	0
	Administrative Sciences	BEL	0	Н	2	ю	4	10	7	0
	Oddinar of Administration	ENG	6	7	က	÷	4	က	7	0
	Public Administration	AUS		0 <	~ ~	0 <	ഗ	8	m	00
	Public Administration Review	USA	110	τ <b>က</b>	せせ	<del>†</del> 00	νœ	0 0	n m	⊃ ⊷
17	QUANTITETIVE METHODS IN MANIGEMENT OPSearch		က	က	. 0	₩	m	m	c.	C
	Sankhya — Series C Infor	IND	7	01 W	H H	0 70	9 7	00	, m н	000
18	SOCIAL PSYCHOLOGY Behavioural Sciences & Community Development Human Relations	IND	5 11	2 2	0 m	0 6	७७	0 10	не	01
19	l of Soc ation	IND USA	10	0 %	2 5	9	7 2	юз	77	07
	International social science Journal	USA	6	7	٣	ω	6	7	ю	0

Table	e I (Contd.)							Page	14	
	SUBJECT/Title of the journal	Origin	USA (11)	CAN (4)	UK (5)	CONT (17)	IND (10)	SEA (8)	A&NZ (3)	AFR (1)
20	SOCIOFOGY	•								
	Sociological Bulletin American Sociological Review British Journal of Sociology Rural Sociology Sociological Quarterly Sociology & Social Research	IND USA ENG USA USA USA	8 तत्तं तत्त तत्त्तत्त्	144 <sup>4</sup> 460	95500D	117 147 10 10 10	6 7 8 7 8 7 8	000000	0 m m m 0 0	0000
21	TECHNOLOGICAL FORECASTING Technological Forecasting & Social Change	USA	10	4	₽	⊣	+	4	~	н
USA CAN UK CONT CONT ENG NET WGR	- United States of America - Canada - United Kingdom - European Continent excluding - England - Netherlands - West Germany - Australia	¥			IND - SEA - A&NZ- AFR - KEN - BEL -	11 1111	-East		excluding Zealand	Jg.

TABLE II (INDIA)

RELATIVE PERCENTAGE ACCEPTANCE OF INDIAN JOURNALS

	SUBJECT/Title of the journal	HOME	:	FOREIGN
1	ACCOUNTING			
	Chartered Accountant Prajnan	40 30		
2	AGRICULTURE			
	Indian Journal of Agricultural Economics	90	:	43
3	ANTHROPOLOGY			
	Eastern Anthropologist	70	:	39
4	BANKING			
	Reserve Bank of India Bulletin	90	:	30
5	COMMERCE			
	Foreign Trade Review	50	:	13
6	ECONOMICS			
	Arthavijnana Indian Economic Journal Indian Economic Review Sankhya - Series A Sankhya - Series B	70 90 60 80 80	:	75 56 69
7	INDUSTRIAL RELATIONS			
	Indian Journal of Industrial Relations	30	:	24
8	MANAGEMENT			
	Indian Management	40	:	6
	-	(Cc	n	td.)

# TABLE II (INDIA) Contd.

	SUBJECT/Title of the journal	HOME	:	FOREIGN
9	POLITICAL SCIENCE			
	Africa Quarterly India Quarterly Indian Journal of Political Science Local Self Government Institute		:	21 45 27
	Quarterly Journal Visvabharati Quarterly	60 70		
10	PSYCHOLOGY			
	Indian Journal of Applied Psychology Indian Journal of Psychology Psychological Studies	30 70 60	:	14
11	PUBLIC ADMINISTRATION			
	Indian Journal of Public Administra- tion	90	:	40
12	QUANTITATIVE METHODS IN MANAGEMENT			
	Opsearch Sankhya - Series C	30 60		•
13	SOCIAL PSYCHOLOGY			
,	Behavioural Sciences & Community Development	60	:	18
14	SOCIAL SCIENCES			
	Indian Journal of Social Work	70	:	34
15	SOCIOLOGY			
	Sociological Bulletin	70	:	30

TABLE II (USA)

RELATIVE PERCENTAGE ACCEPTANCE OF USA JOURNALS

	SUBJECT/Title of the journal	НОМЕ	:	FOREIGN
1	ACCOUNTING			
	The Accounting Review	90	:	70
2	BANKING			
	Journal of Money, Credit & Banking	90	:	47
3	BUSINESS			
	Business Horizons	90		
	California Management Review	81	;	32
4	<b>ECONOMICS</b>			
	American Economic Review Economic Development & Cultural	100	:	91
	Change Review of Income & Wealth	90 90		
_		90	•	42
5	EDUCATION			
	Sociology of Education	81	:	43
6	FINANCE .			
	Journal of Finance	90	:	67
7	INDUSTRIAL RELATIONS			
	Industrial & Labour Relations Review	81	:	65
8	MANAGEMENT			
	Decision Sciences	72		13
	Omega	45	:	23
		(Co	nt	d.)

TABLE II (USA) Contd.

	SUBJECT/Title of the journal	НОМЕ	:	FOREIGN
~	`			
9	ORGANIZATIONAL BEHAVIOUR			
,	Social Forces Social Science Research Theory & Society	100 81 91	:	27
10	PSYCHOLOGY			
	American Psychologist Journal of Applied Psychology Organizational Behaviour and	90 90	_	
	Human Performance	90	:	48
11	PUBLIC ADMINISTRATION			
	Public Administration Review	100	:	79
12	SOCIAL PSYCHOLOGY			
	Human Relations	100	:	69
13	SOCIAL SCIENCES			
	Human Organization	100	:	71
	International Social Science Journal	81	:	58
14	SOCIOLOGY			
	American Sociological Review Rural Sociology Sociological Quarterly Sociology & Social Research	100 100 100 100	:	57 33
15	TECHNOLOGICAL FORECASTING			
	Technological Forecasting & Social Change	90	:	44

TABLE II (UK)

# RELATIVE PERCENTAGE ACCEPTANCE OF UK JOURNALS

	SUBJECT/Title of the journal	HOME	:	FOREIGN
1	ACCOUNTING			
	Accounting & Business Research	60	:	40
2	ECONOMICS			
	Applied Economics Economic Journal Journal of Development Studies World Development	100 100 100 20	:	88 62
3	INDUSTRIAL RELATIONS			
	British Journal of Industrial Relations	100	:	49
4	MANAGEMENT			
	Journal of Management Studies Management Decision	80 40	_	
5	PLANNING			
	Long Range Planning	40	:	41
6	PSYCHOLOGY			
	Journal of Occupational Psychology	80	:	32
7	PUBLIC ADMINISTRATION			
	Journal of Administration Overseas Public Administration	60 80		42 68
8	SOCIOLOGY			
	British Journal of Sociology	100	:	95

TABLE III

RATIOS OF 'RELATIVE ACCEPTANCE' OF JOURNALS ACCORDING TO SUBJECTS

Page 20

	SUBJECT	Relative USA	acceptan UK	ce for INDIA
1	ACCOUNTING	1.29	1.50	10.83
2	BANKING	1.91	-	3.00
3	ECONOMICS	1.53	1.35	1.39
4	INDUSTRIAL RELATIONS	1.25	2.04	1.25
5	MANAGEMENT	3.75	1.76	6.67
6	PSYCHOLOGY	1.41	2.50	4.87
7	PUBLIC ADMINISTRATION	1.27	1.30	2.25
8	SOCIAL PSYCHOLOGY	1.45	-	3.33
9	SOCIAL SCIENCES	1.40	-	2.06
10	SOCIOLOGY	1.96	1.05	2.33

TABLE IV

VARIATIONS IN RELATIVE ACCEPTANCE

	SUBJECT	Dif	value of ference JSA/INDIA	
1	ACCOUNTING	0.21	9.55	9.33
2	BANKING	-	1.09	3.00
3	ECONOMICS	0.18	0.14	0.03
4	INDUSTRIAL RELATIONS	0.79	0.00	0.79
5	MANAGEMENT	1.99	2.92	4.91
6	PSYCHOLOGY	1.09	3.46	2.37
7	PUBLIC ADMINISTRATION	0.03	0.98	0.95
8	SOCIAL PSYCHOLOGY	-	1.88	3.33
9	SOCIAL SCIENCES	-	0.66	2.06
10	SOCIOLOGY	0.91	0.38	1.28

## ANNEXURE I

## PUBLISH OR PERISH?

Why the high value on publications by faculty? Are there not other more important indicators of one's worth to the academic community? Is getting an article or book published all that significant? What does it take to publish? And where does it get you? The following outline of answers to questions pinpoints the high value placed upon scholarly publications by a teacher. The implications should speak for themselves.

## I. The demands

- A. Initiative
- B. Imagination
- C. Intelligence

#### II. The dimensions

- A. Reflecting: the conception
  - 1) Ideas organized
  - 2) Ideās synthesized
  - 3) Ideas innovated
- B. Researching: the concentration
  - 1) Experimental
  - 2) Observational
  - Literary
- C. Reporting: the contribution
  - 1) Findings, involving method

  - 2) Interpretation, involving theory3) Recommendation, involving application

## III. The dividends

- A. Amplified evaluation
  - 1) Marketable ideas subjected to criticism by wider community of scholars
  - 2) Contribution augmented and modified by wider community of specialists
  - 3) Contribution adapted by wider community of cognate disciplines

# Annexure I (Contd.)

- B. Authoritative reputation
  - 1) Personal
  - 2) For the affiliate
  - 3) For the discipline
- C. Academic application
  - 1) Plowed back into teaching
  - 2) Stimulation for further research
  - 3) Basis for further writing

JAMES O. BUSWELL Assistant Professor of Sociology and Anthropology, Trinity College (Ph.D., Columbia)

Improving College & University Teaching, Vol. 23, No. 4, Autumn 1975, pp. 219.

# ANNEXURE II

8 March 1976

(Addressee)

Dear Sir:

We are making a research on the possibility of finding some criteria to rank international journals. We would be very grateful to you, if you can spare some of your time to indicate which of the journals in the enclosed list you are subscribing.

To speed up our research, we would appreciate your prompt response (by Air Mail please). We shall be glad to send you a copy of our research report on completion.

Sincerely,

Anand S Dhawle Librarian and Member of the Faculty A Ghose Professor, Production and Quantitative Methods Area

Encl.

If you are subscribing the journal, please indicate this by putting a vin the next column against the title. Please leave it blank otherwise.

1	ABACUS; A JOURNAL OF ACCOUNTING AND BUSINESS STUDIES. AUSTRALIA
2	ACCOUNTING AND BUSINESS RESEARCH. ENGLAND & WALES
3	THE ACCOUNTING REVIEW. USA
4	AFRICA QUARTERLY; A JOURNAL OF AFRICAN AFFAIRS.  INDIA
5'	AMERICAN ECONOMIC REVIEW. USA
6	AMERICAN PSYCHOLOGIST. USA
7	AMERICAN SOCIOLOGICAL REVIEW. USA
8	APPLIFD ECONOMICS. ENGLAND
9	ARTHAVIJNANA. INDIA
10	BEHAVIOURAL SCIENCES AND COMMUNITY DEVELOPMENT. INDIA
11	BRITISH JOURNAL OF INDUSTRIAL RELATIONS. ENGLAND
12	BRITISH JOURNAL OF SOCIOLOGY. ENGLAND
13	BUSINESS HORIZONS. USA
14	CALIFORNIA MANAGEMENT REVIEW. USA
15	CHARTERED ACCOUNTANT. INDIA
16	DECISION SCIENCES. USA
17	EASTERN AFRICA ECONOMIC REVIEW. KENYA

	Page 26
18	EASTERN ANTHROPOLOGIST. INDIA
19	ECONOMIC DEVELOPMENT AND CULTURAL CHANGE. USA
20	ECONOMIC JOURNAL. ENGLAND
21	EDUCATION & PSYCHOLOGY REVIPW. INDIA
22	FOREIGN TRADE REVIEW. INDIA
28	HIGHER EDUCATION. THE NETHERLANDS
<b>‡</b> 24	HUMAN ORGANIZATION. USA
25	HUMAN RELATIONS. USA
26	INDIA QUARTERLY. INDIA
27	INDIAN ECONOMIC JOURNAL. INDIA
28	INDIAN ECONOMIC REVIEW. INDIA
29	INDIAN EDUCATIONAL REVIEW. INDIA
30	INDIAN JOURNAL OF AGRICULTURAL ECONOMICS. INDIA
31	INDIAN JOURNAL OF APPLIED PSYCHOLOGY. INDIA
32	INDIAN JOURNAL OF INDUSTRIAL RELATIONS. INDIA
33	INDIAN JOURNAL OF POLITICAL SCIENCE. INDIA
34	INDIAN JOURNAL OF PSYCHOLOGY
35	INDIAN JOURNAL OF PSYCHOLOGY AND EDUCATION. INDIA
36	INDIAN JOURNAL OF PUBLIC ADMINISTRATION. INDIA
37	INDIAN JOURNAL OF SOCIAL WORK. INDIA
38	INDIAN MANAGEMENT. INDIA
39	INDUSTRIAL & LABOUR RELATIONS REVIEW. USA
40	INFOR. CANADA

PHILIPPINES