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### **Ethical Guidelines**

#### **A. For Reviewers and Editors**

The reviewers and editors are requested to observe following ethical guidelines strictly:

1. The contribution/paper/article/case study should be accepted purely on merit selected through blind refereed review.
2. Thorough and indepth blind refereed review of the paper should be done.
3. The results of the review should be timely communicated to contributor/author.
4. Author/contributor should be given a fair chance to improve the paper. As and where required, suggestions for improvement in the paper should be provided.
5. There should not be any canvassing for publishing paper of any acquaintance.
6. The work of the contributor should not be misused in any manner to further personal interest.

#### **B. For Authors/ Contributors**

Authors/ Contributors are requested to observe following ethical guidelines strictly:

1. The contribution/paper/article/case study should be original, neither published nor under consideration for publication anywhere else.
2. The name and profile of the author (s) should appear only on face-sheet/ cover page and nowhere else.
3. There should not be any canvassing for publishing of paper.
4. Pliagarism should be avoided. Plagiarism refers to the practice of taking someone else's work or ideas and passing them off as one's own. It also includes close paraphrasing of another's work by simply changing a few words or altering the order of presentation. If your paper draws on previous /other researches, then due credit must be given to their researchers in the body of your paper and also references.
5. There should not be any collusion in the research. Collusion occurs when, unless with official approval, two or more researchers consciously collaborate in the preparation and production of work which is ultimately submitted by each in an identical, or substantially similar, form and/or is represented by each to be the product of his or her individual efforts.

6. Data should not be fabricated in any manner. It is also known as cooking/manufacturing the data. It occurs when a researcher(s) creates and presents an extensive amount or significant piece of data in order to conceal a paucity of legitimate data; or wholly fabricates a set of data in the absence of legitimate data.
7. Contributor/ author should take following care with respect to respondents/ subjects:
  - data should not be collected by deception
  - respondent should not be forced to respond
  - seek informed consent of the participant (disclosing the purpose and obtaining his consent before getting questionnaire filled)
  - respect respondent's rights to privacy
  - respondent's confidentiality be maintained
  - self-respect and self-esteem of the respondent should be protected
  - subject should not be exposed to any physical or mental harm
  - explain the likely benefits that the respondent would derive from giving a true response
8. While making data analysis and interpretation, following should be avoided:
  - changing data to meet a desired objective
  - making deliberate mistakes in editing data
  - misuse of statistics to state what is convenient
  - interpreting data from a biased perspective
  - omitting sections of data that are not to his comfort
  - making recommendations beyond the scope of data collected.
9. The recommendations made in the research must be objective, logical and rational.
10. The views expressed in the paper/article are the personal views of the authors and do not represent those of the institute (MAIMS).
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