

Mr. Jagdish Chander Gilani founded Associated Management Corporation (now Associated Management Consultants Private Limited) in 1964. The Company is a privately owned firm with dedicated, experienced cross-country, and cross functional resources focused on helping organizations and businesses grow and expand as well as operate more effectively and profitably. This firm has conducted Management Development Programmes and Office Management Programmes for junior, middle management, and senior management programmes ; programmes on Indian Labour Laws for Supervisors, Managers, and Executives and Salesmanship Programmes for Salespersons. Over more than 2, 00,000 professionals have attended these programmes from different parts of India and abroad.

Associated Management Consultants Private Limited has over four decades of consulting and industry expertise in the following areas:

- **Organizational Studies:** Re-organize your management and organization and draw up administrative methods to improve efficiency of your organization.
- **Personnel Selection:** Advise on the proper selection of executive and non-executive personnel for your organization.
- **Marketing Research:** Undertake Market surveys for consumer/industrial products to increase your sales.
- **Management Development Programmes:** Conduct MDPs in Marketing Management, Modern Salesmanship, Personnel Management etc. for training your staff.
- **Event Management Programmes :** Organized conferences and promotional events for the Corporate sector.

Under its Research and Development division, the company is running five very successful double blind peer reviewed refereed monthly research journals- **Indian Journal of Marketing, Indian Journal of Finance, Prabandhan: Indian Journal of Management, Arthshastra Indian Journal of Economics & Research, and Indian Journal of Research in Capital Markets.**

These five journals are the leading research journals in India in the field of Business Management and are **an excellent forum for intra - disciplinary and interdisciplinary study of various aspects of Business Management.**

Indian Journal of Marketing, Indian Journal of Finance, Prabandhan: Indian Journal of Management, Arthshastra Indian Journal of Economics & Research, and Indian Journal of Research in Capital Markets bequeath an academic podium to researchers across the globe to publish original, innovative, pragmatic, and high-quality research work in the field of Business Management. These five publications have been publishing insightful research of the highest quality, and the subject scope reflects and has kept pace with the evolving research activities in the field of Business Management in the 21st century. IJM, IJF, PIJM, AIJER, and IJRCM have also maintained their high standards, with their rigorous, but fair blind- peer review procedures.

- **READERSHIP**
+1000000 for each journal
- **KEY AUDIENCE OF INDIAN JOURNAL OF MARKETING, INDIAN JOURNAL OF FINANCE, PRABANDHAN: INDIAN JOURNAL OF MANAGEMENT , ARTHSHASTRA INDIAN JOURNAL OF ECONOMICS & RESEARCH, AND INDIAN JOURNAL OF RESEARCH IN CAPITAL MARKETS**

- Professors/ Lecturers/ Academicians in various capacities and levels with research interests in Business Management.
- Research Scholars of Business Management.
- Corporate and Academic Librarians serving the needs of Business Management disciplines.
- Industry experts, Business Managers, Consultants, Policy Makers and Practitioners of Marketing, Finance, Management, Economics, and Capital Markets in India and Abroad.
- Top B - schools, Universities in India and Abroad.
- Undergraduate and Post Graduate Management Colleges in India and Abroad.

- **ISSUES PER YEAR : 12**

- **PUBLISHED BY : ASSOCIATED MANAGEMENT CONSULTANTS PRIVATE LIMITED, NEW DELHI**

- **DISTRIBUTION CHANNELS : THROUGH SUBSCRIPTION**

- **INDIAN JOURNAL OF MARKETING (ISSN 0973-8703)**

Is a double blind peer reviewed refereed monthly journal, which was started in 1968. **It is the oldest and the only monthly journal of Marketing in India.** Indian Journal of Marketing is disseminating knowledge, which ensures good practice of professional marketing. By encouraging research and thinking, it attempts to contribute to a better perception of marketing theories, its framework, resources, structures, systems, processes and performance of organizations, as its focal point is on research and reflections relevant to academicians and practicing managers.

- **INDIAN JOURNAL OF FINANCE (ISSN 0973-8711)**

Is a double blind peer reviewed refereed monthly journal which was started in 2007 and is a source of sophisticated analysis of developments in the rapidly expanding world of finance. The journal, with its mission to promote thinking of various facets of finance, is targeted at academicians, scholars, and professionals associated with the field of finance to promote pragmatic research by disseminating the results of research in Finance. Indian Journal of Finance provides a forum for exchange of ideas and techniques among academicians and practitioners and, thereby, advances applied research in the field of Finance.

- **PRABANDHAN: INDIAN JOURNAL OF MANAGEMENT (ISSN 0975-2854)**

To comprehend and to deal with multi-disciplinary subjects and issues, academicians and students need to be knowledgeable about interrelated disciplines of management. To encourage and promote research across a wide breadth of management topics, **Prabandhan: Indian Journal of Management (ISSN 0975-2854), a double blind peer reviewed refereed monthly journal** was started in 2008 and publishes papers on diverse areas of management.

- **ARTHSHAstra INDIAN JOURNAL OF ECONOMICS & RESEARCH (ISSN 2278 - 1811)**

The overwhelming response to Indian Journal of Marketing, Indian Journal of Finance, and Prabandhan: Indian Journal of Management paved way for Arthshastra Indian Journal of Economics & Research, a double blind peer reviewed refereed journal that aims at the dissemination and advancement of research in all areas of Economics. The aim of the Journal is to provide a scholastic platform to professionals, researchers, and academicians associated with the field of Economics all over the world in which research in alternative paradigms for Economics could be presented and debated. It also aims to promote interdisciplinary studies over the issues of theoretical, practical, and historical importance in dealing with problems in Economics, and disseminate papers that have practical implications for public policy, business policy, or individual decision making.

- **INDIAN JOURNAL OF RESEARCH IN CAPITAL MARKETS (ISSN 2394 - 3459)**

Indian Journal of Marketing, Indian Journal of Finance, Prabandhan: Indian Journal of Management, and Arthshastra Indian Journal of Economics & Research have firmly established themselves as the leading journals of research in Marketing, Finance, Management, and Economics disciplines in India. INDIAN JOURNAL OF RESEARCH IN CAPITAL MARKETS (ISSN 2394 - 3459), a double blind peer reviewed refereed journal aims at the dissemination and advancement of research in Capital Markets. The aim of the Journal is to provide a platform to researchers, practitioners, academicians, and professionals associated with the field of Capital Markets. To encourage and promote research across a wide breadth of areas pertaining to Capital Markets, the Indian Journal of Research in Capital Markets invites submissions of original, empirical, and theoretical papers as well as case studies and book reviews covering diverse areas of Capital Markets.

Associated Management Consultants (P) Ltd. is expanding its operations and plans to diversify in other fields in the coming years.