

## Contributor Guidelines

ISB*Insight*, the flagship publication of the Indian School of Business, features research-driven insight and evidence-based opinion for practitioners, with a focus on Indian and emerging markets. ISB Insight offers a great platform for area experts and faculty from global business schools to reach a diverse and discerning audience of policymakers, industry experts, academicians and corporate executives, among many others.

Typically, ISB*Insight*'s contributors have included visiting industry experts, corporate executives, and academics from the top business schools globally. However, we also invite contributions from expert practitioners and academics from India and elsewhere in the world.

We're looking for original and previously unpublished submissions of up to 3000 words based on rigorous research and/or careful reflection on experience across areas such as strategy, information technology, marketing, finance, accounting, behavioural studies, economics as well as public policy.

### Content Categories

ISB*Insight* issues are theme-based and the cover story is typically an invited contribution. (If you have been sent this link by one of our editors, we probably do not need a formal bio at this stage.) We welcome the following types of contributions for the print issue and these are some tips on helping process your contribution faster:

#### Features:

Features are brief but in-depth research-based or opinion pieces on any topic of interest to practicing managers or researchers. Typically we look for a tight argument, an unusual angle, good use of empirical evidence, whether data or case studies, and clear and well-articulated conclusions. For sample features, see the website.

#### Face-to-Face:

Face-to-face showcases interviews with prominent business and management thought leaders from around the world. If you can connect us with an interesting interviewee, please send us (1) a brief bio of yourself, as well as (2) more about the interviewee, along with (3) four to five sharp interview questions. In case we are interested in your proposal, an editor will get back to you with comments and suggestions, as well as a possible timeline and word limit. We will require the complete audio and if available video recording of the interview. For sample interviews, see the website.

#### Book reviews:

We are always interested in reviews of books on any of our thematic areas described above. Although book reviews are typically commissioned, we occasionally consider unsolicited reviews. If you are submitting such a review, please provide (1) a brief bio of yourself, (2) all publication details related to the book and (3) acknowledgment of any potential conflicts of interest in your relationship with the author or publisher of the book you propose to review. Book reviews can be up to 2000 words. For sample book reviews, see the website.

We may open up other categories of online content for submissions over time.

## Ethics

All submissions must be the author's original work and previously unpublished.

ISB*Insight* takes journalistic and academic etiquette and scholarly ethics very seriously. We expect that you will appropriately credit all ideas and words taken from outside sources. Our editors can help you identify areas where such attribution is required. Our editorial guidelines, available [here](#), describe our citing and referencing style.

Also note that we treat cases of verbatim or substantive plagiarism with great gravity. All submissions are screened for unattributed or unacknowledged appropriation from other sources. Plagiarism detected at any stage during first round review or even subsequent to publication can become grounds for the author to be blacklisted.

Equally important, we are keen to avoid conflicts of interest in your work. Please let us know in advance any financial or personal stakes you may have in the work of the organizations you cite.

## Rights

ISB*Insight* is committed to help your work reach the widest and most relevant readership, both online and off-line. In line with this commitment, we may work with other national and international media outlets to reprint your articles in full or excerpted forms. All print submissions are also posted online and in databases. Accordingly, we ask for online and print rights for all articles you publish with us.

You, of course, retain all rights to underlying work. However, we do expect that where you choose to quote material from your ISB*Insight* article that you will appropriately cite it as a source.

If you have questions or concerns about any of these issues, please contact our editors : [Vivek\\_Dileep@isb.edu](mailto:Vivek_Dileep@isb.edu) or [Sriram\\_Gopalakrishnan@isb.edu](mailto:Sriram_Gopalakrishnan@isb.edu)