

Letter from the Editorial Board, Global Journal of Commerce & Management Perspective

C. VIJAI

Assistant Professor, Department of Commerce, St.Peter's Institute of Higher Education and Research, India

***Corresponding author:** C. VIJAI, Assistant Professor, Department of Commerce, St.Peter's Institute of Higher Education and Research, Avadi, Chennai-600 054, Tamil Nadu, India; E-mail: vijaialvar@gmail.com

Global Journal of Commerce & Management Perspective provides the half yearly publication of article in all areas related to Business & Management current research. I am pleased to mention that during the year 2019, all issues of volume 8 were published online well within the time and the print issues were also brought out dispatched within 30 days of published articles. Global Journal of Commerce and Management Perspective is indexed by SJIF, Cite Factor, CROSSREF and Index Copernicus. GJCMP Recommended Conferences are Webinar on Recycling and E-Waste Management and International Conference on Business Management Accounting and Marketing.

GJCMP is an online peer-reviewed International research journal that offers a platform for scholars, academicians, professionals and students, to publish their latest research findings in the field of commerce and management studies. As a Business & Management Open Access journal, GJCMP aims to publishing the latest advancements in the broader areas business, commerce and management by detailing various sub-fields like International Business, Taxation, Econometrics, Human Resource Management, Organizational Behavior, Business Ethics, E-BUSINESS, Managing Online Businesses, Business Law, Resource Management, Mobile Banking, Performance Management, Economics, E-Commerce, Brand-Preferences, Consumer Packaged Goods, Financial Inclusion, Digital India, Economic Integration and Marketing Mix etc.

In order to cover the current global research on Coronavirus disease pandemic, GJCMP going to coin Regular/Special Issues in 2020; specially classifies the Banking sector, Taxation, Managing Online Businesses and Digital marketing workload during Coronavirus (Covid-19) epidemic to pandemic situation. The main objective of journal is to cover the online buying, Mobile internet & banking, E-BUSINESS, Economic Integration and Digital marketing etc. due to Covid-19 in the entire world. Authors are cordially invited to submit their current research activities and outcomes in the form of any article type of Business & Management such as original research, review, expert opinion, commentary, case study, editorial, book review, mini review and short note communication to our Journal. Manuscripts can be submitted online via Online Manuscript Submission System or as an E-mail attachment to the Editorial Office at globalcommerce@journalsoa.org. GJPCM is using Online Review and Editorial Tracking Systems for quality review process and the authors can submit manuscripts and track their progress. Upon the successful achievement of reaching the eight years milestone of establishment in 2019, GJCMP received a total of 268 papers, out of which 27 articles (9%) were rejected in the preliminary

screening due to plagiarism or being out of the format. Around 230 articles were subjected to the peer-review process and 213 of those were accepted & published in journal till date.

As of today's society, the use of social media has become a necessary daily activity and it is a valuable tool locally and worldwide. So that GJCMP uses most wide platform for social media advertising which includes Twitter, LinkedIn, My Live Chat and whatsapp to reach the goal like Awareness, Consideration, invitation for new articles and contacting authors which is pretty straightforward because that offers website clicks or conversation. Besides this, Journals also promote a specific hashtag to drive awareness.

I take this opportunity to acknowledge the contribution of Professor Jose G. Vargas-Hernandez during the final editing of articles published and the support rendered by the editorial assistant, Mr. Kevin Anderson in bringing out issues of GJCMP in time. I would also like to express my gratitude to all the authors, reviewers, the publisher, the advisory and the editorial board of GJCMP, the office bearers and staff for their support in bringing out yet another volume of GJCMP and look forward to their unrelenting support to bring out the Volume 9 of GJCMP in scheduled time.

We, with all our team members are looking forward to work with you, as we endure to make Global Journal of Commerce & Management Perspective a great success. We welcome your individual as well as collaborative scholarly contributions, as well as critical advices as authors, readers, and reviewers of the journal.