

Featured Article

General Tips & Guidelines

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FEATURED ARTICLE

The Vision Catalyst has been published with vision: To provide an intellectual platform for expressing and sharing of knowledge capital in field of Management, IT & Communication and to act as a catalyst to vision by adding new dimensions for achieving academic & business excellence.

Since its founding, Vision Catalyst has made a proud tradition in the world of Management, IT & Communication by publishing cutting-edge, authoritative thinking on the key issues facing executives and academicians. Vision Catalyst articles cover a wide range of topics that are relevant to different industries, management functions, and geographic locations. While the topics may vary, all articles share certain characteristics. They are written for managers by experts whose authority comes from careful analysis, study, and experience. The ideas presented in these articles can be translated into action and have been tested in the real world of business.

Proposals for featured articles demonstrating new thinking that advances or analyses previous knowledge whose practical application has been thought through in clear, jargon-free language are those most likely to meet our readers' needs. When evaluating an idea, we often look for two things. First, what they call the "Wah!" How compelling is the idea? and the so what? How

much does this idea benefit managers in practice?

The best way to inquire about Vision Catalyst potential interest in a topic is to prepare a proposal. It can be submitted by mail or electronically and should answer the following questions:

1. What is the core message of the article you propose to write (the "Wah!")? What is important, useful, new, or different about your idea? Why do world need to know about it?
2. How can your idea be applied in business today (the "so what")?
3. For which kinds of companies would the idea NOT work well? For which kinds of companies would it work especially well? Why?
4. What research have you conducted to support the argument in your article?
5. On what previous work (either of your own or of others) does this idea build?
6. What is the source of your authority? What academic,

professional, or personal experience will you draw on?

It need not be long and it certainly need not be written in question-and-answer format. The important point is to address the questions raised. Then please write a two-to-three page (500-750 word) narrative outline laying out the structure of your article and describing each important point in a separate paragraph. Give a sense not just of the ground you will cover but of how the logic will flow. Please illustrate your points with real-world examples or provide one extended, detailed example.

Some of the questions we will ask ourselves when evaluating your proposals are:

1. Is this idea new? If not, does it offer a new and useful perspective on an existing idea?
2. What is it based on? What are its antecedents?
3. Did it persuade us?
4. Did we find it interesting? Would readers find it interesting?
5. Does it address an issue that matters to managers?
6. Could it be put into practice?
7. Is the author trying to sell the reader something? To use the insights in the article, would the reader need to consult the author?
8. Are there good illustrations? Have I seen the same company examples used to illustrate a multitude of other models, theses, or points of view?
9. Where are the holes in the thinking?

Each issue of Vision Catalyst will contain feature articles in the field of Management, IT & Communication. Each feature is an in-depth, rigorous presentation of a significant advance in respective fields thinking and its application in the real world of business. These articles help business leaders establish an intellectual agenda for discussion and change within their companies. The featured articles could be addressing :

1. **Practices Praised** presents an in-depth description of the how and why behind a successful business practice.
2. **Tool & Techniques** provides a nuts-and-bolts explanation of a useful business tool that can be translated into action at many companies.

3. **Foresight** shall cover future trends & surveys and reports on provocative research, and spotlights interesting people and company practices. Each issue contains approximately a dozen Forethought pieces, which range in length from about 200 to 800 words. Each item may have no more than two authors. The section begins with an essay or similarly substantive, thoughtful article and usually includes a short opinion piece. Frequently recurring items include reports on cutting-edge technologies, short best-practice items, lessons from business history, and explications of new and important data.
4. **Zoom** examines broad economic, social, political or demographic trends affecting business in respective fields.
5. **Insight** shall by large cover business trends, phenomena, techniques, companies or individuals
6. **Vision** shall contribute forward-looking articles that explore new science and technology trends affecting business.
7. **Outrageous** shall contribute to an idea that addresses something for change.
8. **Who am I?** Profiling of some eminent person shown an out of the turn achievements.
9. **"Wah!"** Heading of your choice can be there for articles which are "Wah!"

A word on attributions:

Vision Catalyst has its roots in the world of academic journals, where detailed citations are de rigeur. Articles should be similarly punctilious about giving credit to all direct quotations, paraphrased statements, and borrowed ideas. To improve the flow of the prose, we prefer to incorporate attributions into the text whenever we can. In the meantime, please be sure we understand exactly which ideas, and what language, are yours and which ones are drawn from someone else. We would rather see source notes than not, for example. Then, if your submission is accepted for publication, we will work with you to determine which sources need to be cited and in what way.

In addition, you need to tell us about any financial relationship you may have with companies cited in the proposed article. We need to know if you have a consulting relationship, for example, or if you serve on a board of directors.

Nearly all articles undergo extensive editing and rewriting, and TBS Press will hold copyright on the finished product. Authors continue to own the underlying ideas in the article.

Please e-mail your proposal to visioncatalyst@tbs.edu.in or visioncatalyst.tbs@gmail.com and send hard copy by mail it to :

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We deeply appreciate the time and energy required to prepare a proposal for our publication, and we are grateful to you for that investment. We are always looking for new sources of solid, useful ideas that can improve the practice of management.

Because of the volume of submissions we receive, we are not able to respond substantively to every one, but we do read them all closely, and we will do our best to respond fast. We thank you again for your interest.

**Vision Catalyst
Editorial Team**



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