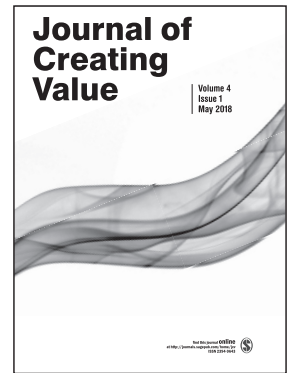


Call for Papers: The *Journal of Creating Value*

Editor

Gautam Mahajan

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The *Journal of Creating Value*, a bi-annual, referred journal, invites submissions for its next issue 5.1 (May 2019) for creating value in all areas, including customers and businesses, society and government. Articles to be submitted by December 31, 2018.

The *Journal of Creating Value*, is a unique journal under the SAGE Journals India, which covers the widest possible spectrum for developing innovative perspectives related to the creation of value for any company and the stakeholders such as customers, employees, partners, society and owners. The journal does not restrict itself to any particular stream like Humanities or Science and thus aspires to acquire an interdisciplinary character. The relevance of science for understanding the logic and rationale of Customer Value Creation, the quantifying aspects of it and the relevance of the arts for tapping into the more humane factors are both taken into consideration. Finally, the journal necessarily seeks to supplant the restrictive notion of 'Command and Control' with a more accommodative notion of 'Connect and Inspire' in the context of customer-led management practices.

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