

### **1) What is NICMAN?**

The National Information Centre on Management (NICMAN) set up at Vikram Sarabhai Library, Indian Institute of Management Ahmedabad has been providing information service on business and management since 1996 and has successfully completed 16 years in fulfilling its purpose.

### **2) What are the information services of NICMAN?**

Based on the information resources available at Vikram Sarabhai Library, the main information services of NICMAN comprise of:

i) NICMAN Membership

ii) NICMAN Publications

### **3) What is NICMAN Membership?**

For individual business/management related researchers to help/facilitate their research.

### **4) What we can get in NICMAN Membership?**

- NICMAN will provide first level of search on your topic.
- List of journals/papers/articles relevant to your reading/research will be provided.
- Help you become aware of free online web sources that may be relevant to your research.
- List of new arrivals of books and print journals in the VS Library, IIMA will be sent

regularly.

**5) What is the NICMAN Membership subscription fee?**

Membership subscription fee

Rs.1889/- (inclusive of 14.00% service tax + 0.5% Swachh Bharat Cess) annual

Service includes

1. Bibliographic research service.

2. Topics should be related to management, economics, social sciences and allied subjects.

Mode of service preferred

Online (Kindly mention your email while subscribing)

**6) How can I get NICMAN Membership form?**

For the NICMAN Membership form : [Click Here](#)

## **7) What are NICMAN Publications?**

Information alert service on Marketing Management through quarterly publication of

i) Current Contents in Management: Marketing (CCM)

ii) Current Index of Management: Marketing (CIM)

## **8) What is Current Contents in Management: Marketing (CCM)?**

- For busy professionals and academicians Current Contents in Management: Marketing (CCM) provides a quick overview of the latest literature without going to a library.
- CCM: Marketing provides contents of 45 most important and well-known academic and practice oriented journals, both Indian and foreign, covering marketing.
- CCM: Marketing is published once in three months and includes contents of issues of journals received in VS Library, IIMA during the preceding quarter.
- Contains the details like title, author, number of pages of articles, etc.

## **9) What is Current Index of Management: Marketing (CIM)?**

- Collection of classified references of articles/papers selected from the journal to help busy professionals quickly locate information from a large number of journals.
- References are classified by subject and author.
- Separate subject and author indexes are included to facilitate easy location of references.

## **10) Why use Current Contents in Management: Marketing (CCM) & Current Index of Management: Marketing (CIM)?**

- It constantly informs and updates.
- It aids in improving professional skills.
- It helps in conveniently building one's own subject references.

### **11) How many journals are included in the NICMAN Publications and what are they?**

CCM & CIM provide contents of some of the important and well-known academic and practice oriented journals, both Indian and foreign.

#### **LIST OF JOURNALS**

- AGRIBUSINESS
- ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS
- BUSINESS HORIZONS
- CALIFORNIA MANAGEMENT REVIEW
- ENTREPRENEURSHIP: THEORY & PRACTICE
- EUROPEAN JOURNAL OF MARKETING
- HARVARD BUSINESS REVIEW
- INDUSTRIAL MARKETING MANAGEMENT
- INFORMATION & MANAGEMENT
- INTERNATIONAL JOURNAL OF MANAGEMENT
- INTERNATIONAL JOURNAL OF MARKET RESEARCH
- INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING
- INTERNATIONAL MARKETING REVIEW
- JOURNAL OF ADVERTISING
- JOURNAL OF ADVERTISING RESEARCH
- JOURNAL OF BRAND MANAGEMENT
- JOURNAL OF BUSINESS STRATEGY
- JOURNAL OF CONSUMER MARKETING
- JOURNAL OF CONSUMER PSYCHOLOGY
- JOURNAL OF CONSUMER RESEARCH
- JOURNAL OF CUSTOMER BEHAVIOR
- JOURNAL OF GLOBAL MARKETING
- JOURNAL OF INTERACTIVE MARKETING (O)
- JOURNAL OF INTERNATIONAL CONSUMER MARKETING
- JOURNAL OF INTERNATIONAL FOOD & AGRIBUSINESS MARKETING
- JOURNAL OF INTERNATIONAL MARKETING
- JOURNAL OF MACRO MARKETING

- JOURNAL OF MARKETING
- JOURNAL OF MARKETING MANAGEMENT
- JOURNAL OF MARKETING RESEARCH
- JOURNAL OF PUBLIC POLICY & MARKETING
- JOURNAL OF RELATIONSHIP MARKETING
- JOURNAL OF RETAILING
- JOURNAL OF RETAILING AND CONSUMER SERVICES
- JOURNAL OF SERVICES MARKETING
- JOURNAL OF THE ACADEMY OF MARKETING SCIENCE
- MARKETING LETTERS
- MARKETING REVIEW
- MARKETING SCIENCE
- MARKETING THEORY
- MCKINSEY QUARTERLY
- MIT SLOAN MANAGEMENT REVIEW
- SERVICES MARKETING QUARTERLY
- STRATEGIC MANAGEMENT JOURNAL

**12) What are the subscription rates for NICMAN Publications?**

Sr. No.

Name of the Bulletin

Format

Institutional annual subscription

(From Jan - Dec)

Individual annual subscription

(From Jan - Dec)

1.

Current Contents in Management: Marketing

Print

Rs. 1500.00

Rs. 750.00

PDF

Rs. 1000.00

Rs. 500.00

2.

Current Index of Management: Marketing

Print

Rs. 1500.00

Rs. 750.00

PDF

Rs. 1000.00

Rs. 00.00

Outstation cheque add Rs. 60.00 except payable at par in Ahmedabad. The publications will be mailed to you once in three months. If required by courier/ speed post/ registered post, actual charges will be applicable.

**13) How can I get the NICMAN Publications subscription form?**

For the NICMAN Publications subscription form: [Click Here](#)

