

Editorial

Dear Readers/ Research Scholars,

Research activity is most essential in these days of Global Competition. To acquaint oneself with present research field, References are more important. These references give us the information about the work done in the past and being done in the present. By referring these references, the researcher can get the useful data concerned to his research work. The word reference itself means “Turn for information or help”. These references also guide us where to start and where to stop in our related field. So one must study these references carefully to go ahead in his/her research activity. On the other hand acknowledgement of references in the research paper increases the creditability of the researcher.

**“Reference gives us the information
That helps us for clarification”**

As an Editor-in-Chief, it is my responsibility to put before you the salient features of IJSIMR.

- ❖ Blind peer reviewed journal.
- ❖ Eminent and great scholars in IJSIMR-Editorial Board from throughout the world
- ❖ Prompt and rapid response to the authors according to the schedule.
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- ❖ Free English Language assistance from Academician's Research Center.
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Finally I will be more happy, if you inform about IJSIMR to your Friends/Students/ Colleagues/Associates and Fellow Researchers who may utilize this opportunity as a platform for their new research inventions.

**With Best Regards
Dr.K.V.L.N.Acharyulu
Editor-In-Chief
IJSIMR**