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**Institute of  
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International Journal of Experiential Learning & Case Studies (IJELCS) will provide innovative conceptual framework for consideration of industry managers and corporate sector strategists and decision makers and will become the basis for a collaborative dialogue and discussions between industry and academia.

## **Objective:**

The key objective of the journal is to contribute significantly to the teaching and learning by using case studies and industry specific research articles.

## **Scope:**

IJELCS is a double blind peer-reviewed journal edited by the Institute of Business Management (IoBM), Karachi, Pakistan. The Journal is an academic resource of industry related case studies and research articles which are the outcome of experiential learning and evidence based exercises by academicians and corporate managers. It is a blend of quality researches on experiential learning and a diverse set of case studies pertaining to different business disciplines covering strategic marketing, strategic management, organizational behavior, human resource management, finance & accounting, business ethics, entrepreneurship, economics and other related functional areas.

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*International Journal of Experiential Learning & Case Studies,  
Department of Marketing,  
Institute of Business Management,  
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