

Memorandum of Understanding (MoU)

Between

VLEARNY Technology LLP.

Regd. Address: 1A -802 Suncity Gloria, Sarjapur Road,
PO: Carmelaram, Bangalore- 560035, Karnataka, India

AND

School of Management Studies, REVA University,
Rukmini Knowledge Park, Kattigenahalli, Yelahanka,
Bangalore - 560064, Karnataka, India

1. Purpose

This Memorandum of Understanding (MoU) formalizes the collaboration between VLEARNY Technology LLP ("VLEARNY") and **School of Management Studies, REVA University** ("Institution") for the purpose of publishing selected high-quality conference papers in the **VLEARNY Journal of Business** ("Journal"). The MoU outlines the terms and conditions of this collaboration, including the responsibilities of both parties and the procedures for paper submission and publication.

2. Scope of Collaboration

2.1 Paper Submission and Review

- **2.1.1** The Institution will submit high-quality conference papers for consideration in the Journal. Papers should align with the Journal's focus areas, including but not limited to business strategy, management, finance, marketing, and innovation etc.
- **2.1.2** VLEARNY will review the submitted papers through a formal review process, which includes peer review to ensure academic rigor and relevance.
- **2.1.3** VLEARNY will provide feedback to the authors and inform the Institution of the publication decisions within [specific time frame, e.g., 10 days] from submission.

2.2 Publication

- **2.2.1** Accepted papers will be published in the Journal which is an internationally recognized platform for business research, FREE of charge.
- **2.2.2** VLEARNY will ensure that all published papers adhere to the Journal's standards for quality, originality, and formatting.
- **2.2.3** VLEARNY reserves the selection/ rejection of the shared conference papers.

3. Roles and Responsibilities

3.1 Responsibilities of VLEARNY

- 3.1.1 Conduct a thorough and unbiased review of all submitted papers.
- 3.1.2 Provide clear and constructive feedback to authors and notify the Institution of the publication decisions.
- 3.1.3 Ensure timely publication of accepted papers, including formatting, editing, and distribution.
- 3.1.4 Maintain the Journal's reputation for high academic standards and integrity.

3.2 Responsibilities of School of Management Studies, REVA University

- 3.2.1 Submit conference papers that meet the Journal's quality and relevance criteria.
- 3.2.2 Facilitate communication between authors and VLEARNY regarding submission and review processes.
- 3.2.3 Promote the Journal and encourage faculty and researchers to submit high-quality papers.
- 3.2.4 VlearnY Journal of Business focuses on quality manuscript and accepts a maximum of 20% plagiarism. It is requested to the conference committee to request all the authors to do the plagiarism check before sending the papers to the committee. Author's may visit this link for plagiarism https://vlearnY.com/plagiarism_check/
- 3.2.5 Institute will provide research papers with first round of reviewers' report (format will be shared separately) for the next step to VLEARNY along with the reviewers' details. These reviewers maybe from the institute research head or the invited dignitaries for the conferences research tracks. Reviewers' details will be mentioned in journal website for transparency and following different Indexing norms.
- 3.2.6 Institutions/ Sponsors declares that under any circumstances the MoU will not influence the editorial content or decisions of the journal. All editorial processes will remain independent, and the journal will maintain control over content without interference from sponsors. Institute/ sponsors confirm guarantee complete and unconditional editorial autonomy.

3.3 Use of VLEARNY logo

Institute MUST use VLEARNY logo in their printed, online and/or social media pages mentioning 'In association with', "Journal partner" etc suitable phrases whenever and whenever conference related information, flyers and brochures are circulated online/ printed.

3.4 Commercial Engagements

- 3.4.1 VLEARNY will NOT charge any amount from the Institute for the publication of the selected conference papers. This is to promote commendable research in the field of management and to support Institutions for conference paper publications in reputed journal like **VlearnY Journal of Business**. This is completely FREE to the institute.
- 3.4.2 Online access of the published paper/ journal is FREE, however, in case Institutes/ authors want printed journal copy then Rs.500/- per issue should be paid in advance for the same. Author has to fill this google form: <https://forms.gle/JihAJqXKH6EwoiVA6>
- 3.4.3 The best way to get the confirmation from author for hard copy of the journal is through conference Registration form. VLEARNY will share a google form link to the

institute for the circulation to the authors in this regard. That link may be integrated with Registration form, or may be circulated separately to all the participants. That link also may be mentioned in conference Flyer.

- 3.4.4 Institute will provide all the author's contact details to VLEARNY so that, if required, VLEARNY can reach out to authors for confirmation of hard copy, delivery address of journal and direct payments to VLEARNY.

4. Terms and Conditions

4.1 Duration

- 4.1.1 This MoU will be effective from the date of signing and will remain in effect for a period of Three years, with the possibility of extension upon mutual agreement.
- 4.1.2 Either party may terminate this MoU with 30 days' written notice if either party wishes to discontinue the collaboration.

4.2 Confidentiality

- 4.2.1 Both parties agree to maintain confidentiality regarding proprietary or sensitive information exchanged during the collaboration.
- 4.2.2 Confidential information shall not be disclosed to third parties without prior written consent from the disclosing party.

4.3 Intellectual Property

- 4.3.1 Intellectual property rights of the submitted papers are remain with the authors for their personal use in future. VLEARNY will be granted a license and/or author transfers the copyrights to VLEARNY to publish and distribute the papers in the Journal for commercial purposes.
- 4.3.2 The Institution and authors will be acknowledged appropriately in the Journal for their contributions.

4.4 Amendments

- 4.4.1 Any amendments to this MoU must be made in writing and signed by authorized representatives of both parties.

4.5 Dispute Resolution

- 4.5.1 Any disputes arising from this MoU will be resolved through amicable negotiations between the parties.
- 4.5.2 If disputes cannot be resolved through negotiation, they may be submitted to mediation or arbitration in accordance with Bangalore jurisdiction laws.

5. Sponsorship Opportunity & Policy guidelines

The VLEARNY Journal of Business is committed to maintaining the highest standards of integrity and transparency in its editorial processes. This Sponsorship Policy is designed to ensure that all sponsorship arrangements adhere to the COPE Code of Conduct and are managed in a way that preserves the journal's independence and credibility.

5.1. Purpose of Sponsorship

Sponsorship may be sought to support the journal's activities, including but not limited to, publication costs, research initiatives, or events. Sponsors should be recognized for their support but must not influence the editorial content or decisions.

5.2. Sponsorship Approval

- **Editorial Independence:** Institutions/ Sponsors declares that under any circumstances the sponsorships will not influence the editorial content or decisions of the journal. All editorial processes will remain independent, and the journal will maintain control over content without interference from sponsors.
- **Disclosure:** All sponsorships will be disclosed in the journal's publications and on its website. The nature and extent of the sponsorship will be clearly stated to maintain transparency.
- **Conflict of Interest:** Potential conflicts of interest related to sponsorship will be assessed, and appropriate measures will be taken to address and mitigate any conflicts.

5.3. Sponsorship Agreements

- **Written Agreements:** All sponsorship agreements must be documented in writing and include clear terms regarding the nature of the sponsorship, the obligations of the sponsor, and the journal's commitments.
- **Editorial Control:** Agreements must stipulate that sponsors have no control or influence over editorial decisions or content. This includes not having the right to review, approve, or reject content prior to publication.
- **Compliance with Ethical Standards:** Sponsors must agree to adhere to ethical standards consistent with the COPE Code of Conduct and other relevant ethical guidelines.

5.4. Financial Transparency

- **Financial Reporting:** The journal will maintain accurate records of all sponsorship transactions and provide transparency in financial reporting as required.
- **No Direct Benefits:** Sponsors will not receive direct benefits or preferential treatment in exchange for their support. All sponsorships must be based on mutual respect and adherence to ethical standards.


5.5. Review and Compliance

- **Periodic Reviews:** The sponsorship policy will be reviewed periodically to ensure continued compliance with the COPE Code of Conduct and to make any necessary adjustments.
- **Compliance Monitoring:** The journal will monitor adherence to the sponsorship policy and take corrective actions if any deviations are identified.

This guidelines are subject to change as per the requirement and situation. Updated policy can be viewed in [journal website](#).

6. Signatures

For VLEARNY Technology LLP

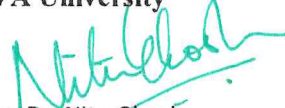


Name: Ms. A. Sinha

Date: 23. 09. 2024



For School of Management Studies
REVA University



Name: Dr. Nity Ghosh

Director
School of Management Studies
REVA University
Rukmini Knowledge Park, Kattigenahalli,
Yelahanka, Bengaluru - 560 064
Date: 23.09.2024

This MoU represents a collaborative agreement between above mentioned parties and serves as a framework for cooperation in the publication of conference papers, conferences, sponsorships and other academic engagements. It is intended to foster mutual benefit and enhance the quality and reach of academic research.

