

Sponsorship Agreement

Between

VLEARNY Technology LLP.

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

AND

Clinoquent Research Pvt. Ltd.

Amipura, Ahmedabad-Mehsana Highway,
Mehsana, Gujrat, India

This Agreement formalizes the collaboration between VLEARNY Technology LLP ("VLEARNY") and **Clinoquent Research Pvt. Ltd.** ("Institution"/ "Sponsor") for the purpose of advertising in the VLEARNY Journal of Business ("Journal"). As a leading academic publication in the field of business research, the Journal provides a prestigious platform for the dissemination of high-quality research and scholarly discourse in online (www.vlearn.com) and offline (printed) platforms. The agreement outlines the terms and conditions of this collaboration, including the responsibilities of both parties and the procedures for sponsorship and advertising.

1. Policy guidelines & Terms

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.

1.1. Purpose of Sponsorship

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



1.2. Sponsorship Approval

- **Editorial Independence:** Institution/ Sponsor declares that under any circumstances the sponsorships will not influence the editorial content and/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.

1.3. 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:** This agreement stipulates 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.

1.4. 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.

1.5. 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.

1.6 Duration

- This agreement will be effective from the date of signing and will remain in effect for a period of [one/two/three] years, with the possibility of extension upon mutual agreement.
- Either party may terminate this MoU with [30/60/90] days' written notice if either party wishes to discontinue the collaboration.

1.7 Intellectual Property

- Intellectual property rights of the submitted papers (if any) are remain with the sponsor. VLEARNY will be granted a license to publish and distribute the sponsor logo and/or written materials in the Journal for commercial purposes.




1.8 Amendments

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

1.9 Dispute Resolution

- Any disputes arising from this Agreement will be resolved through amicable negotiations between the parties.
- If disputes cannot be resolved through negotiation, they may be submitted to mediation or arbitration in accordance with Bangalore jurisdiction laws. However, the maximum liability VLEARNY may have should not cross the total sponsorship value from the particular sponsor.

2. Sponsorship Opportunities

VLEARNY is pleased to offer various sponsorship options that will allow your institution to enhance its visibility and support the academic community. Below are the available sponsorship package designed to provide substantial benefits and exposure.

2.2 Premier Sponsorship Package

- **Full Page Advertisement (Front Cover):** A full-page advertisement (in front cover) prominently featured in one issue of the Journal. In this space **only** institute's/ organizations MD/CEO/ Chairman/ Chancellor/Director and other eminent personality's featured **image/photo** will be printed. The size should be adjusted as per the suitability of the journals front page design. The clear and professional photo should be provided by the sponsor as per the Journal acceptance policy (Refer: **Annexure-1**).
- **Guest Column (Inside Page):** A dedicated section as “**Guest Column**” highlighting the Institution's contributions to business & research (maximum of 350 words write up by the institution), and no image/ photo. (Refer: **Annexure-2**)
- **Complimentary Hard Copies (Print):** 10 (Ten) complimentary printed copies of the issue containing the advertisement. (Sponsor may request for extra printed copies with additional cost of Rs. 250/- per copy and may use for their promotional purpose)
- **Complimentary Soft copy of issue:** Complimentary soft copy of the issue containing the advertisement.
- **Complementary journal access (online):** Online access of the journal also will be provided free of charge. If access is restricted/ chargeable, then maximum of 05 (Ten) online access account will be provided complementary for 12 (Twelve) months' time. (Activation request may be sent to support@vlearn.com along with the email ids)
- **Online advertising:** The front page of the journal is featured in www.vlearn.com website home page slider (Refer: **Annexure-3**). Also, online version of the journal will be available in journal website.
- ***Conference paper publishing:** If any Institution conducts the academic management conference then selected research papers, as per journal theme, may be published in ‘VLEARNY Journal of Business’ at FREE of cost. A separate MoU needs to be signed.

Cost: Rs. 80,000/- per issue. (It is a discounted price. Actual price is 100,000/- per issue)




3. Specifications for Advertisements

- **Front page image Page:** Dimensions: 6.5 x 5 inches (or whichever is suitable as per the journal front page design), Resolution: 300 dpi, Format: PDF or JPEG.
- **Guest Column Page:** Dimensions: 6.5 x 4 inches (Maximum of 350 words write up and no image/photo), Resolution: 300 dpi, Format: PDF or JPEG.

Please note that specifications may vary as per the journal page design.

Advertisements should be submitted to us by the submission deadline communicated separately, to ensure inclusion in the desired issue. We also offer flexibility in design and content to best represent your institution's unique identity and objectives.

4. Signatures

For VLEARNY Technology LLP


Name: A. Sinha

Authorised signatory

Date: 02. 12.2024



For Clinoquent Research Pvt. Ltd.


Name: **Nanjaraje Urs S.**

Designation: Chief Executive Officer

Date: 02.12.2024





Annexure-1 (Tentative version and subject to be modified as per final print requirement)

VLEARNY *A double-blind peer reviewed management journal*

JOURNAL OF BUSINESS

VOL 1 ISSUE 4, 2024 | OCT - DEC PRINT ISSN: 3048-5770 | ONLINE ISSN: 2584-2935

ADVANCEMENT IN OPTIMIZATION TECHNIQUES
Shilpashree BR Urs, Dr. Rajeshwari H, & Rajendra Patnashetty

THE FUTURE OF AGRI MARKETING- THE TRENDS AND INNOVATION
Ashwini R, & Rakshitha R

LEVERAGING DEEP LEARNING IN MANAGEMENT- ENHANCING DECISION- MAKING AND OPERATIONAL EFFICIENCY
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Swapna N.S, & Dr. Kanthimathinathan

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Sampada Vinayak Hegde

THE ECO MINDSET- DRIVING SUSTAINABLE CHANGE
Dr. Azra Kouser, Niranjana D K, Rohini.R, & Dr. Vasantha Kumari.K

AN EXPLORATORY STUDY OF THE FINANCIAL PERFORMANCE OF THE COMPANIES LISTED IN SGC
Bharathi N R

ENUMERATE THE AWARENESS & CHALLENGES OF FINTECH SERVICES AMONG DIFFERENT DEMOGRAPHIC FACTORS IN BANGALURU CITY: AN EMPIRICAL STUDY
Tejas Kumar N, & Dr. S. Rosaline Jayanthi

EXPLORING THE IMPACT OF AI ON SOCIAL MEDIA MARKETING
Preetham S, Pooja S, & Bhumiika G

TECHNOLOGY MANAGEMENT

MANAGING RESEARCH PROJECTS
DR. NANJARAJE URS
CEO, Clinoquent Research



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Binka

Nanjara URS

Annixture-2 (Tentative version and subject to be modified as per final print requirement)

VLEARNY
VLEARNY Journal of Business
 (A double-blind peer reviewed Management Journal)

GUEST COLUMN

Managing Research Projects

Managing a research project involves setting clear objectives, detailed planning, and effective communication. Prioritize tasks, establish milestones, and create a timeline for progress. Allocate resources efficiently and monitor expenses to stay within budget. Regular team meetings and collaboration tools support communication. Proper data management, flexibility, and a process for addressing challenges are crucial. Monitor progress using key metrics and ensure quality through peer reviews. As the project concludes, prepare for final presentation or publication, and practice for confident delivery. Staying organized and adaptable ensures successful project management.

The Project Management Triple Constraint - scope, time, and cost - is critical in pharmaceutical research. Effective management of these constraints ensures timely, cost-efficient delivery of safe treatments to market.

- **Scope:** Clear research objectives are essential, but changes from discoveries or regulations can cause delays or increase costs.
- **Time:** Strict timelines for clinical trials and regulatory submissions mean delays can slow drug development and raise costs.
- **Cost:** R&D budgets are tightly controlled, and exceeding costs from extended trials or unforeseen needs can jeopardize funding or profitability.

Innovation thrives on structured management. Establish a project management framework with clear objectives, timelines, resource planning, and risk management to ensure smooth execution and measurable success. From concept to completion, every detail drives discovery. Meticulous task management and process optimization, along with tracking KPIs and regular progress reviews, ensure quality control and alignment with research goals from concept to completion. Strategic planning drives breakthroughs. Use tools like Gantt charts and resource allocation matrices to guide execution, align efforts with milestones, manage risks, and maintain project momentum. Manage the process, unleash the innovation. Efficient workflow management and clear schedules streamline operations, foster collaboration, and minimize bottlenecks, enabling the team to focus on innovation and problem-solving. Where science meets strategy, results follow. Integrate scientific goals with strategic project management. Regular evaluations, effective communication, and milestone tracking ensure precise, impactful results.

We, at Clinoquent Research Pvt. Ltd., a clinical research organization (CRO) provide comprehensive solutions for managing the R&D projects of pharmaceutical, biotechnology, and medical device companies. Clinoquent specializes in delivering end-to-end support from study design to regulatory submissions, ensuring high-quality data, compliance with global standards, and timely project execution to accelerate drug development and approvals. Our services include clinical trial management, project management, quality management, regulatory affairs, pharmacovigilance, data management, and biostatistical analysis.

Nanjaraje Urs
 Chief Executive Officer - Clinoquent Research Pvt. Ltd.
 Ampura, Ahmedabad-Mehsana Highway, MehSana 384 435, Gujarat, India.

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Annixture-3 (Promotion in www.vlearnyc.com website)

