

## Sponsorship Letter

**Subject: Sponsorship Opportunities in the VLEARNY Journal of Business**

Dear Sir/ Madam,

I hope this letter finds you well. I am reaching out to extend an exciting opportunity to partner with us as a sponsor in the VLEARNY Journal of Business (“Journal”). As a leading academic online & print publication in the field of business research, the Journal provides a prestigious platform for the dissemination of high-quality research and scholarly discourse.

### Sponsorship Opportunities

We are 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 packages, each designed to provide substantial benefits and exposure.

- **1. 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. 750/- per copy (minimum 100 copies), and may be used for their promotional purpose)
- **Complimentary Soft copy of issue:** Complimentary soft copy of the issue containing the advertisement (On Request).
- **Complimentary Journal access (online):** Online access of the journal also will be provided free of charge. If access is restricted/ chargeable, then maximum of 01 (one) online access account will be provided complementary for 12 (Twelve) months’ time. (Activation request may be sent to [support@vlearn.com](mailto:support@vlearn.com) along with the email ids)
- **Online advertising:** The front page of the journal is featured in [www.vlearn.com](http://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)**

## 2.2. Gold Sponsorship Package

- **Full (Back Cover) Page Advertisement:** A Full Journal Back cover page advertisement (**Annexure-4**) in one issue of the Journal. Advertisement placing will be in the inside pages anywhere suitable as per the design.
- **Complimentary Hard Copies (Print):** 10(Ten) complimentary printed copies of the issue containing the advertisement.
- **Complimentary Soft copy of issue:** Complimentary soft copy of the issue containing the advertisement (on request).
- **Complementary Journal access (online):** Online access of the journal also will be provided free of charge. If access is restricted/ chargeable, then maximum of 01 (One) online access account will be provided complementary for 6 (six) months of duration.
- **\*Conference paper publication:** If any Institutions conducts the academic management conference then selected research papers may be published in ‘VLEARNY Journal of Business’ at FREE of cost. A separate MoU needs to be signed.

**Actual Cost:** Rs. 75,000/- per issue

## 2.3. Silver Sponsorship Package

- **Full (Inside) Page Advertisement:** A Full Inside page advertisement (**Annexure-4**) in one issue of the Journal. Advertisement placing will be in the inside pages anywhere suitable as per the design.
- **Complimentary Hard Copies (Print):** 10(Ten) complimentary printed copies of the issue containing the advertisement.
- **Complimentary Soft copy of issue:** Complimentary soft copy of the issue containing the advertisement (on request).
- **Complementary Journal access (online):** Online access of the journal also will be provided free of charge. If access is restricted/ chargeable, then maximum of 01 (One) online access account will be provided complementary for 12 (Twelve) months of duration.
- **\*Conference paper publication:** If any Institutions conducts the academic management conference then selected research papers may be published in ‘VLEARNY Journal of Business’ at FREE of cost. A separate MoU needs to be signed.

**Cost:** Rs. 50,000/- per issue. *(Institute needs to sponsor for 4 issues minimum at a time.)*

## Comparison of the Packages

Sponsorship Package Cost (Per issue)	Rs. 100,000/-	Rs. 75,000/-	Rs. 50,000/-
Benefits	<b>Premier Sponsorship Package</b>	<b>Gold Sponsorship Package</b>	<b>Gold Sponsorship Package</b>
<b>Full Page Advertisement</b>	Yes (Front Cover)	Yes (Back cover)	Yes (Journal inside Front cover and inside Back cover page)
<b>Advert Type</b>	Full colour digital print	Full colour digital print	Full colour digital print

<b>Institutional Spotlight</b>	Yes. One 350 words article written by the institute in journal ‘Guest Column’	No	No
<b>Complimentary Hard Copies (Print)</b>	Yes (10 copies)	Yes (10 copies)	Yes (5 copies)
<b>Complimentary Soft Copy</b>	Yes	Yes	Yes
<b>Complementary Journal access (online) for 12 months</b>	01 account	01 account	01 account
<b>Online advertising in website</b>	Yes	No	No
<b>*Conference paper Publication</b>	Yes	Yes	Yes

***\*Editorial Independence:** Institutions/ Sponsors 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.*

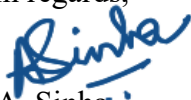
### How to Proceed

If interested in any of the above sponsorship packages, please let us know. We would be delighted to discuss any custom requirements or answer any questions you may have. A formal ‘Sponsorship Agreement’ needs to be signed by both the parties.

We look forward to the opportunity to collaborate with you and to support the advancement of business research through the VLEARNY Journal of Business.

Thank you for considering this opportunity. We hope to partner with you soon. You can reach out to [support@vlearn.com](mailto:support@vlearn.com)

Warm regards,

  
 Ms. A. Sinha  
 Authorised Signatory  
 Vlearn Journal of Business  
 (M) 9620887000 | [support@vlearn.com](mailto:support@vlearn.com)  
[www.vlearn.com/journal](http://www.vlearn.com/journal)



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

# JOURNAL OF BUSINESS

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Ashwini R, & Rakshitha R

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Swapna N.S, & Dr. Kanthimathinathan

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**EXPLORING THE IMPACT OF AI ON SOCIAL MEDIA MARKETING**

Preetham S, Pooja S, & Bhumika G

**TECHNOLOGY MANAGEMENT**

## MANAGING RESEARCH PROJECTS DR. NANJARAJE URS

CEO, Clinoquent Research



[www.vlearn.com/journal](http://www.vlearn.com/journal)



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

**Managing Research Projects**

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- For complete list of Advisors Editors, & Reviewers please visit:  
[www.vlearnyc.com/journal](http://www.vlearnyc.com/journal)

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.  
Amipura, Ahmedabad-Mehsana Highway, Mehsana 384 435, Gujarat, India.

**Annexure-3 (Promotion in [www.vlearnyc.com](http://www.vlearnyc.com) website)**

The screenshot shows the VLEARNY Journal of Business website interface. At the top, there is a navigation bar with 'CATEGORY', a search bar, and links for 'Become an Instructor', 'For Enterprise', 'Log in', and 'SIGN UP'. The main content area features a large image of a woman in a yellow sweater looking at a laptop. Overlaid on the right side is a promotional banner for the 'JOURNAL OF BUSINESS'. The banner includes the journal's title, ISSN numbers, and a featured article titled 'MANAGING RESEARCH PROJECTS BY DR. NANJARAJE URS, CEO, Clinoquent Research'. A 'VIEW JOURNAL\*' button is located at the bottom of the banner.

## Annexure-4 (Sample)- Inside Page/Back Cover

#AdmissionAnnouncement 2025



### PROGRAMMES OFFERED

----- MBA Equivalent -----

(Approved by AICTE, Ministry of Education, Govt. of India)



**GLOBAL RECOGNITION**  
FIRST INDIAN B-SCHOOL  
to get **BSIS** (Business School Impact System) Label from EFMD, BRUSSELS

**SCHOLARSHIPS**  
FOR MERITORIOUS & ESCS Category Candidates

**BIMTECH ACHIEVED**  
CATEGORY-I GRADED  
AUTONOMY FROM AICTE  
among 400 PGDM Institutions in 2020

**RANKED 48<sup>th</sup>**  
IN THE MANAGEMENT  
CATEGORY IN  
ALL INDIA NIRF  
RANKING 2023 -  
(NIRF-National Institutional Ranking Framework)

#### Eligibility:

A recognized Bachelor's degree in any discipline with minimum 50% marks in aggregate along with valid MAT 2024-25 score for PGDM (Insurance Business Management) & PGDM (Retail Management) programmes. Candidates appearing in final year Graduation Examination (1st attempt) in Summer 2025 can also apply

#### Selection:

For different programmes, there are specific eligibility criteria. For complete details on final selection, please visit our website [www.bimtech.ac.in/admissions/](http://www.bimtech.ac.in/admissions/)



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