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AKSU Journal of Management Sciences is a Journal that is devoted to providing access to current knowledge and cutting edge research that can advance and add value to the field of social and management sciences as well as closely related areas. The Journal is a publication of the Faculty of Social and Management Sciences, Akwa Ibom State University, Obio Akpa Campus.

### **General Information**

Scope: This journal is published by Akwa Ibom State University, Obio Akpa Campus, Nigeria, for the dissemination of information related to Management Sciences. Materials considered for publication include reports of original research, review articles, book review, news and notes, and inventions.

### **Publication Schedule**

The Journal is published twice a year.

### **Submission of Articles**

Manuscripts should be submitted in duplicate to the Editor-in-Chief, AKSU Journal of Management Sciences, Faculty of Social and Management Sciences. Akwa Ibom State University, Obio Akpa Campus.

### **Subscription**

Subscription price is N25,000.00 per article.

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The Editorial Board welcomes articles for consideration. Articles are required in the following areas.

- Accounting
- Actuarial Science
- Banking
- Education
- Finance
- Management
- Marketing
- Economics
- Administration
- Mass Communication
- Entrepreneurship
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- Any other Social and Management Related Areas.

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  - Jamida J. A. (2000a) "sales promotion," Journal of Marketing Research, Vol. 2 No.1 (March), pp. 6-9.
  - Jamida J. A. (2000b), "Advertising," Journal of Consumer Behaviour, Vol.3 No.2 (June), pp.14-16.
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