

## GUIDELINES FOR CONTRIBUTORS

Our Journal Invites original unpublished research-based papers/Articles/and cases on the topics of current relevance in the areas of Commerce/Management/Social Sciences. Guidelines for the contributors are as follows:

Manuscripts should be sent along with the authorization letter in favour of Editor-in-Chief declaring that it may be published after requisite editing and the copyright will remain with the Journal. Manuscript should also have a brief resume of the Author (s). The editor has the final authority for the acceptance or rejection of any article at any stage.

### **Organization of Manuscript:**

In order to facilitate the double-blind peer-review process, the **submission should be organized in following manner:**

1. Title: The title should not exceed 25 words.
2. Author(s) name, title, institution, address, telephone / mobile number, and e-mail address
3. Abstract
4. Keywords
5. Main text
6. Footnotes
7. References
8. Tables
9. Figures

### **Language Guidelines:**

- The paper should be written in an interesting, readable manner with varied sentence structure, and in active voice. Use of passive voice should be avoided to the possible extent.
- Avoid using technical terms that few readers are likely to understand. If you use these terms, include definitions.
- Keep sentences short so the reader does not get lost before the end of a sentence.

### **Formatting Guidelines:**

- v File Types: Word
- v Font Size & Style : 12 point, Times New Roman

- v Text [Including references]: Double-spaced, justified
- v Page Layout: 1-inch margins on all sides with page numbers at the lower right corner and no header/footer
- v Page Maximum: **20 pages.**
- v The abstract of the paper should not exceed the limit of 200 words.
- v Tables and figures should be placed at the end of Text after References.
- v Each table should have a title stating its 'what about', provide its source at the end of the table and it should be cited in the text like '*Insert Table A about here*'.
- v All footnotes should be indicated by serial numbers in the text and should be detailed under the head 'Footnotes' at the end of the paper.

### **Referencing Guidelines:**

- v List of references should be given at the end of the manuscript following the Footnotes.
- v The list of References should strictly include those sources which are cited in the paper and should be in chronological order.

### **Examples of Referencing style to be followed are as follows:**

#### **Journal:**

Tripathi, Aditya P. (2013), "Customer is not the king but the Emperor", *Parihaar*, Vol.1, No.1, pp.123-129, India.

Agrawal Noopur (2013), "Analyzing the Myth of a Green Marketer and an Eco-friendly Customer: A Study of Indian Car Manufacturers and Customers", *LCBR European Marketing Conference 2013 Proceedings*, Vol. 1, No.2, (Aug.), pp.36-37

#### **Books:**

Tripathi Aditya P. & Agrawal Noopur (2009), *Fundamentals of Retailing: Text & Cases*, Himalaya Publishing House Pvt. Limited, Mumbai, India.

#### **Ph.D. Thesis:**

Bhushan Ila (2013), Corporate Social Responsibility: Expectations, Reality and Challenges, Ph.D. Thesis, University of Delhi, Delhi, India.

#### **Website:**

Complete address; i.e., URL along with the date of accessing the website for example www. <http://csrinternationalconf.wix.com/shyamlalcollegevedu>, November 10, 2013.

**An author will receive a Complimentary copy of the issue in which his/her paper is published.**

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