Instructions for Manuscript Preparation to Authors

Article length: Typically full length research article should not exceed 4,500 words (excluding figures, tables and references). The word limit can be relaxed in case of high quality articles.

Format: Submissions should be made in standard Microsoft Word format with1.5 line spacing in Times New Roman with font size of 12 point. All accepted articles will be correctly formatted for publication. PDF as a sole file type is not accepted.

The text of the article should include the following:

- *Title:* It should be between 8-10 words, specific and precise with no abbreviations
- *Structured abstract:* Set it out under- purpose, research methodology, findings, limitations, industry implications, social implications and originality. Maximum between 200-250 words.
- *Keywords:* Appropriate and short keywords not more than 8 keys and search engine friendly.
- *Main text:* It should be broadly divided in below sections. "Introduction" section should include scope of study, pertinent literature review, and research gap. The section "Research Design/ Methodology" should provide a clear justification on respondents' profile, sampling technique, data analysis technique, and source of data collection. Section "Data Analysis" should be explained comprehensively with required figures and tables (with screenshots from software's, wherever necessary). In "Results and Discussion" section, the obtained results should be correlated with theory with an aim to enhance the body of academic knowledge. In Conclusion section, the obtained results should be linked with existing literature to address the bridging of existing research gap. The practical/social implications of presented research work are required in the last

section named "Practical/ Managerial/ Social Implications" to highlight the contribution towards industry and society.

Headings must be precise with clear distinction between various levels of headings. Main headings should be presented in bold and subsequent sub-headings in italics. Figures like diagrams, charts, graphs, screenshots and photographic images should be numbered in Arabic numerals. Graphs must be published in black and white color. Tables should be part of main body of article. Each table should be labeled in main text. Ensure the explanation of any asterisks and superscripts mentioned in tables or figures in footnotes.

- *Endnotes/ footnotes:* Use them, only if it is not avoidable. It must be identified in the text by numbers enclosed in square bracket and listed at the end of the page.
- *Reference:* Use APA short reference system for citations in the text with the detailed alphabetical list at the end of the article. Ensure that all works cited in the manuscript are part of the Reference section. References should be given only from the work accepted for publication or available through institutions or libraries. Full reference should include all authors' names and initials, date of publication, title of article, title of publication (italics), volume and issue number (of a journal), publisher and form (books, conference proceedings) and page numbers. Mere submission of a paper for publication does not qualify it to be a part of reference list.

Submission checklist: Please make sure that authors' names are ***not included*** in the document/file properties. Acknowledgements should be avoided. Separate page containing the title of paper, authors (s) name, affiliations, postal address, e-mail address for correspondence should be a attached with each manuscripts. Language check and spell check the manuscripts properly. Article should be written in English.

Note for prospective authors

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Submission process:

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