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Manuscript Format and Style Guide

The entire manuscripts must be spell-checked, double spaced on one side of the paper with sufficient margin of one inch (2.5cm) on all four sides. Font size should be 12 point Times New Roman. The submitted scripts will not be returned back and hence authors are requested to make sufficient copies before submission.

The manuscript must accompany letter of originality stating that this has not been submitted for publication elsewhere and not under consideration for publication anywhere. Research articles should be no longer than 20 pages and case no longer than Eight pages.

Constructs and Variables should be identified in words, not abbreviations.

a. Title Page

Titles should be short, and should be informative even for non-specialists. The first page should contain title of the paper, plus the names, affiliation and complete addresses, e-mail, phone numbers and fax numbers of all authors, and brief biographical notes about all the authors.

b. Abstract

Authors are asked to supply an abstract of not more than 150 words and keywords. Also, please take care to create a title and an abstract that are direct and 'reader-friendly'.

c. Keywords

Include up to six keywords that describe the paper along with the abstract.

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The introduction should state clearly the objectives of the paper as well as the motivation and context of the research. The literature review should be limited to the articles, books and other items that have a direct bearing on the topic being addressed. Empirical papers that do not develop new theories or hypotheses are encouraged. The empirical section should give details of the methodology used.

The conclusion should summarize key findings and state their importance to the field. The first lines of paragraphs, except the first paragraph of the manuscript, should be indented.

Endnotes and footnotes should be avoided. Substantive comments should be integrated within the text rather than placed in a note. References, appendices, tables and figures should be placed at the end of the manuscript.

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References should be made only to works that are published, accepted for publication (not merely ‘submitted’), or available through libraries or institutions. Any other source should be qualified by a note regarding availability.

Full reference should include all authors’ names and Initials, date of publication, title of the paper, title of publication (*Italics*), volume and Issue number (of a journal), publisher and form (books, conference proceedings), page numbers according to the author / date system and listed *alphabetically* as a separate appendix titled “References” at the end of the manuscript with APA style guide.

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