

Guidelines for Contributors

- Manuscripts should be sent along with the authorization letter in favor of the Editor in Chief that it may be published after necessary editing and copyright shall remain with the Editor in Chief. Manuscript should also accompany a brief resume of the author on a separate sheet.
- Manuscripts should normally be of around 4000 words (to an extent of 10 to 12 A-4 size pages, typed double space). Manuscripts should be submitted by electronic mail followed by typed copies in triplicate with the cover page bearing only title of the paper and author(s) names, designations, official addresses, phone/fax numbers and e-mail address.
- Abstracts: all the manuscripts should include an abstract of about 100 to 200 words. No abstracts are required for review essays or case studies.
- Footnotes: all footnotes should be indicated by serial numbers in the text and literature cited should be detailed under notes at the end of the chapter bearing corresponding numbers.
- Tables and Figures: tables should approximate the appearance of printed tables and preferably submitted in a floppy disk. Table/figure should be placed at the end of the text, after footnotes, appendices and references. Table should contain a source and units of measurement. Their location in the text should be indicated as follows:

Table 1.1 about here

- References: place the references at the end of the manuscript following the footnotes. The list should mention only those sources actually cited in the text or notes. Author's name should be the same as in the original source. For more than one publication by the same author, list them in chronological order, with the older item first. For more than one publication in one year by the same author, use small (lower case) letters to distinguish them. E.g.
- Books- Chakraborty, SK (1987), Managerial Effectiveness and quality of Work life: India Insights. New Delhi Tata McGraw Hill Publishing Co. Ltd.
- Journal- Chakraborty, SK (Oct 1983), "The giving Model and Corporate Excellence: A Field Report "Decision, pp 219-224. Manikutty, S (1997), "Telecom Services in Urban and Corporate Segments: A Consumer Perspective" Vikalpa, Vol 22, No. 3, pp. 15-28.
- No stops after abbreviations (UK, USA, MBA etc.)
- Use double quotes throughout. The use of single quotes to be restricted for use within double quotes, e.g. "In the words of Churchill, 'Anyone can suggest you when you are right; friends are there to support you when you are wrong'" Quotations in excess of 50 words should be separated from the text with a line space above and below and indented on the left. Quotes should be cited accurately from the original source, should not be edited and should not give the page numbers of the original publication.
- Capitalization should be kept to the minimum and should be consistent.
- An author will receive a complimentary copy of the issue in which his/her paper appears.
- Book review on request form **Journal Name** must provide the following details and in this order: in Roman and Arabic figures to include preliminary pages and price with binding.

Last date for submission of the paper : **05th September, 2010.**

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