

Title of the Paper : (CAPITAL LETTERS, 16 Bold, Times New Roman)

First Author¹, Second Author² (14, Bold, Times New Roman)

¹(Department, College/ University Name, Country Name) (12 , Times New Roman)

²(Department, College/ University Name, Country Name) (12 , Times New Roman)

Abstract (10Bold, italic) (500word)

Key Word: (10Bold, italic) only four keywords are Permitted.

❖ **Further instructions for Authors:**

1. INTRODUCTION (CAPITAL LETTERS, 12BOLD)

1.1 SUB TITLE should be (11 Bold times new roman-Same for all sub title)

2. LITERATURE STUDIES (CAPITAL LETTERS, 12BOLD)

3. RESEARCH METHODOLOGY (CAPITAL LETTERS, 12BOLD)

4. FINDING AND DISCUSSION (CAPITAL LETTERS, 12BOLD)

5. CONCLUSION (CAPITAL LETTERS, 12BOLD)

6. DIRECTION FOR FUTURE RESEARCH (CAPITAL LETTERS, 12BOLD)

7. REFERENCE:(CAPITAL LETTERS, 12BOLD)

❖ **Further instructions for Authors:**

1) Table or Graph (figure) should be titles as Table or Fig. 1 /2/3/4/5 etc..... **Font size 10 bold times new roman.**

2) Each Table or Graph should be given separate name (10 Bold times new roman) & it should be clearly visible Equations should be appropriately visible and properly listed.

3) Symbols & Short Notation should have appropriate representation.

4) The research Paper should not be more than 12000 words (Twelve thousand words).

5) There are no in between column for drafting of the paper.

6) References must be complete in all respects and prepared in the APA format of the international convention. [Line spacing 1, Fontsize10 times new roman]. See the example below for references in APA style.

➤ (Example_ Dabholkar,PA; Thorpe, D I and Rentz, J O (1996). "A Measure of Service Quality for Retail Store: Scale Development and Validation," Journal of Academy of Marketing Science, (24) (1), 3-16.

➤ BOOKS:(Example_Naval Bajpai (2013), "Business Research Methods",Pearson,New Delhi, 637-695.

❖ **Paper Formatting instructions for Authors:**

Paper preparation	MS word
Font Type	Times New Roman
Line spacing	1 (for all text)
Margin	1 inch on all sides.
Header Margin	Top Margin by Bottom Margin = 0.1'' 0.6''
Layout	There is No Column
Language	English
Tables, graphs, and charts etc.	In the text, the references for table should be mentioned as Table-1 and so on, not as above table. Same should be followed in case of graphs and charts. Each table, graph and chart should have its own heading and source [Font size 10 Bold times new roman .] All tables, charts and graphs should be black, not colored. The figures need to be in JPEG, BMP or TIFF format only.
Table Source	Below Each table
Discussion matter	10 font size
Page Size	A4 style