

## SMJV's 'SANKALPA': Journal of Management & Research (ISSN No. 2231-1904)

### Guidelines for Authors/Contributors

'SANKALPA': Journal of Management & Research, is an international level bi-annual (January-June and July-December) Journal. Contribution of original high quality research papers, case studies and book reviews on Management and allied fields are invited. Papers are processed through a blind review by experts in the subject areas. Contributors are requested to adhere to the Guidelines mentioned below as manuscripts in other than prescribed or poor format shall not be considered:

#### MANUSCRIPT PREPARATION

- The research papers/ case-studies/ book reviews on Management and allied fields submitted must be original and unpublished work containing up-to-date practical information.
- Each paper should start with a brief **abstract of about 150 to 200 words and with 3-4 keywords, compulsorily.**
- Research Paper / Case Study length may be **about 3000 to maximum 5000 words. (Up to 3000 words for Book Review).**
- **PLEASE DO NOT ADD ANY FOOT-NOTES IN THE PAPERS.**
- The manuscript should be prepared on standard 8.5"x 11" paper (A4 size) with 1 inch margin on all four sides. Use of footnotes/ header/ super-script/ sub-script is strongly discouraged.
- The paper should be typed in MS word, with Arial 11 font size of the body. For headings/ sub-headings, Table/Graph/Chart/Diagram Titles, Arial 11 size fonts and bold should be used. Line spacing should be 1.5. Headings/ sub-headings should be in 'Sentence case' only (Please don't use Upper case for headings/ sub-headings). In the body of paper, bold / underline / italics should not be used, unless absolutely necessary. Label Tables/Figures/Graphs/ Diagrams numerically. (Eg. Table 1, Figure 1 etc.). Citation of Table/ Figure should be done with its label only. (Don't use 'From the above/ below figure....'). For Tables use Arial 11 font size and Line spacing 1.
- The research paper should **start with an introduction and end with a conclusion** summarizing the findings of the paper, preferably. **Conclusions should briefly answer the objectives of the study.**

- It is strongly suggested that you have your **paper checked** with a competent colleague or professional for relevance of subject with reference to the **Journal Title, research angle, English language, syntax, grammar, etc.**
- Thought-provoking **articles** are invited in the **'Thought Leader Section'** wherein articles with innovative thoughts from corporate, academic or spiritual leaders as well as from Management gurus are invited. The articles should bring in 'new & innovative thought as well as what is implementable'. These articles should be within **2000** words. Articles should also have references, wherever applicable.

#### LITERATURE CITATION

- References should be cited in the style prescribed in the publication manual of the **American Psychological Association.**
- Indicate the position of the reference in the text within brackets by the **author's last name and the year of publication.** At the end of the text, references should be listed in the **alphabetical order** of the last names of the authors, under the heading **'Bibliography'**, at the end of the paper. **Please don't cite references as footnotes at the end of each page or through super-script/ sub-script in the paper.**
- **Examples of how the references are to be listed in 'Bibliography' are listed below:**  
**(Book):** Joseph Hair Jr. F., Bush Robert P. and Orthinau David J. (2003), Marketing Research – Within a Changing Information Environment, New Delhi, Tata McGraw Hill Publishing Company Limited, Second Edition, pp. 542.  
**(Research Paper/article in a journal):** Fornell C. (1992), National Customer Satisfaction Barometer- The Swedish Experience, Journal of Marketing, Vol. 56, No. 1, pp. 6-21.

#### MANUSCRIPT SUBMISSION

- The **title of the paper, writer's name, designation, name of the institute and university, mobile number and E-mail ID** should appear **only on the first page** along with title of the paper and should **not be repeated** anywhere else. Please mention your **Postal Address** where the journal should be posted, in case your paper gets selected for publication.
- All manuscript should be submitted in **only electronic form** to **Email: [publications@cksvim.edu.in](mailto:publications@cksvim.edu.in)**

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