**Submission Guidelines**

Authors are invited to submit their manuscript, prepared as per the following guidelines, for publication in the next issue of journal in December, 2021:  
  
1.   Theme: The present issue of “Arthavaan” does not restrict itself to any particular area of commerce and management and welcomes contributions from all its branches as is given below (as long as the work is relevant, up to date and original):  
  
General Management  
Accounting and Finance  
Advertising  
Banking  
Business Management  
Business Ethics  
Business Studies  
Corporate Governance  
Customer Relationship Management  
Entrepreneurship  
Human Resource Management  
Insurance  
International Business  
International Marketing  
Knowledge Management  
Management Information System  
Organisational Innovation  
Retail Management  
Strategic Management  
Stress Management  
  
2.      Word limit for Articles is 4000-5000 words, inclusive of footnotes.  
  
3.      Citation Style: APA sixth edition. a)  References in APA sixth edition style should be placed at the end of the manuscript. b)        The references should include only those sources which are actually cited in the text or notes.  
  
4.      Format of the Main Text & the Footnotes:  
  
a.       Times New Roman font, in font size 12 on A4 size paper length is prescribed for all articles.

b.      The footnotes shall be in font size 10 and in the Times New Roman font. Further, should be indicated by serial numbers in the main text.  
  
c.       A line spacing of 1.5 for the main text and 1.0 for the footnotes is to be followed.  
  
d.      1 inch margin on all four sides of paper should be provided.  
  
e.       Tables and figures should be placed in the running text wherever necessary and should be properly labelled with caption and source from where it is taken (if taken).  
5.       Abstract of about 150 words should be provided with four or five key words.  
6.      Manuscript should be submitted with a cover page bearing title of the paper, author(s) name(s), address, phone number/Fax, and e-mail address.  
  
7.      Manuscript should be sent in a soft copy and in a pdf file.  
  
8.       All articles being submitted are to be sent along with a duly filled in Undertaking/ Consent Form, in the following format:

I, (name), have no objection to the publication of my Research Paper entitled, “(Title of the Paper)”, in your journal “Arthavaan” in December, 2021 issue. I transfer the copyright to the publisher Editorial Board, Department of Commerce, Bharati College.

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9.       All articles are to be mailed to [conferencebc@gmail.com](mailto:conferencebc@gmail.com)  
  
10.       For any further details or queries, a mail can be sent to [conferencebc@gmail.com](mailto:conferencebc@gmail.com)

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