

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, 2023:

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.