



ISSN: 0975-0150

Volume: I

Year: 2008



JOURNAL OF BUSINESS STUDIES

**DEPARTMENT OF COMMERCE
SHAHEED BHAGAT SINGH COLLEGE
UNIVERSITY OF DELHI**

Guidelines to Authors

The Department of Commerce, Shaheed Bhagat Singh College welcomes articles for the "JOURNAL OF BUSINESS STUDIES - 2009" from both academicians and practitioners in the field of business, management and the related areas. Papers based on theoretical and empirical studies should satisfy good quality criteria and must reflect the practical applicability of the research.

- ♦ The article should be in MS-Word Document.
- ♦ The text should be double spaced on A4 size paper with one-inch margin all around.
- ♦ The author's name should not appear anywhere in the body of the article to facilitate the blind review process.
- ♦ An abstract of approximately 200 words and a brief biographical sketch of the author should accompany the article on separate page(s).
- ♦ The article should be of 20- 25 pages including tables, figures and exhibits.
- ♦ The author must send a declaration stating that the paper has neither published nor under consideration for publication elsewhere.
- ♦ The author is requested to send the papers through E-Mail: to drsaklani99@gmail.com or to pgarul@rediffmail.com
- ♦ All tables, charts and graphs should be black and not in colour.
- ♦ Number and complexity of such exhibits should be as low as possible.
- ♦ All charts and graphs should be drawn cleanly and legibly and figures should be indicated in millions and billions.
- ♦ Tables and figures should contain self-explanatory titles.

References should be complete in all respects and arranged in alphabetical order.

(a) Journal references should be listed as follows:

Rao, T V (2006); Blog Marketing; Indian Journal of Marketing; Vol. 36(9); Pp.3-7.

(b) Books should be referred as follows:

Verma, Harsh V (2007); Marketing of Services: { Text and Case; Pearson Education: New Delhi.

Desired Paper / Article Format

- ♦ Paper / Article Title
- ♦ Abstract (About 200 words)
- ♦ Introduction
- ♦ Literature Review / Statement of Problem
- ♦ Objective (s) of Study
- ♦ Hypotheses (If any) to be Tested
- ♦ Research Methodology(Describing clearly the sample basis, research Instruments (s) and analytical tools used)
- ♦ Results / Findings and Discussion
- ♦ Conclusions and Suggestions (If any)

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