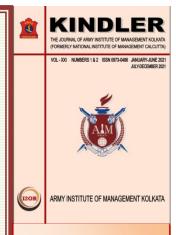
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Last Date of Submission:

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Brief Guidelines to Authors:

- 1. The paper must have the following mandatory sections:
 - a. Abstract including 3 Key Words
 - b. Introduction
 - c. Objective(s) of the study
 - d. Literature review
 - e. Methodology of Research
 - f. Results/findings
 - g. Discussion / Managerial implications
 - h. Conclusion
 - i. References
- 2. The article/ any other submission must be in Times New Roman 12 font size with 1.15 line spacing.
- 3. Tables, Graphs, Illustrations may be inserted with appropriate referencing.
- 4. Citations must be complete. All references should be alphabetically listed at the end of the paper in the APA format. References should be typed in Times New Roman 11 font size with 1.15 line spacing.
- 5. Plagiarism report of Turnitin or iThenticate will be preferred. An article/ paper with Similarity Index $\geq 20\%$ will be primarily rejected.

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