Guidelines for Authors of SMR

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SMR invites original research papers / articles, case studies, book reviews, abstracts of doctoral theses on all areas of Management andIT from academicians and corporate executives. Soft copies of   the   papers   etc. should reach **journal@srustiacademy.ac.in**

The authors who wish to contribute to SMR are requested to follow the following format while writing their papers.

1. Authors must ensure that their papers are free from spelling and grammatical mistakes. The size of the manuscript should not exceed 15-20 pages. All text should be in single space with 1.5 cm margins on all four sides of A4 size paper using Times New Roman font of size 10.

2. Authors are required to submit their brief biographical sketch describing current designation and affiliation, specialization, number of books and articles published in referred journals and membership on editorial boards and companies, etc.

3. **Title/Cover Page:** This should contain the paper's title, the author's name, address, phone number and email id.

4. **Abstract:** An abstract should consist of about 300 words. It should provide a broad overview of the paper and should, in no case, exceed one page. It should describe the essence   or the main theme of the paper. It includes the research question posed, its significance, the methodology and the   main   results and findings. Footnotes or cited works are never listed in the abstract. The abstract is the first part of the article that the reviewer reads. Therefore, it is important. Do not write it hastily or carelessly.

5. **Keywords:** Keywords are words that capture the essence of the paper. When you conduct a literature search online, you should be able to dig out relevant published articles. The purpose of keywords in a research paper is to help other researchers find your paper when they are conducting a search on the topic. Keywords define the field, subfield, topic and   research issues that are covered by the article. Keywords ensure   that you get more citations.   Think from the point of view of the reader. What keywords would the reader search that would help retrieve your article? Keywords can be single words or phrases of 2 – 3 words.

6. **Introduction and Statement of the Problem:** A good introduction states the main research problem. What is it that you are   precisely studying and why is it important? How original is it? Will it fill the gap in other studies? Do not provide a lengthy justification for your topic before it has been explicitly studied.

7. **Limitations of Study:** Indicate as soon as possible what you intend to do and what you   do not intend to. You may limit the scope of your paper by any number of factors such as time, sample size, gender, age, geographical location, nationality, etc.

8. **Literature Review:** The research process should uncover what other authors have written about your topic. Your paper should include a discussion or review of what is known about the subject and how that knowledge was acquired. Having provided the general and specific context of the existing knowledge, you can build on others' research.

9. **Methodology:** Discuss your research methodology in detail. Have you employed qualitative or quantitative research methods? Have you administered a questionnaire or interview people? Have you conducted any field study? How did you collect data? What are your specific data sources?

10. **Main Body of the Paper:** This is usually the longest part of the paper. The author supports his hypotheses and builds the arguments. It contains most of the analysis and citations. There should be a clear reasoning and solid argumentation at all points. There should be a clear focus. Unnecessary digressions should be avoided at all costs.

11. **Conclusions:** This brings everything together and underscores what it all means. A stimulating and clear-cut conclusion leaves the reader informed and satisfied. A conclusion should make sense even when read independent of the paper.

12. **Bibliography:** Must be as per following guidelines

    i. **Books:**

    Nunnally, J.C. (1994), *Psychometric theory* 3rd Edition, New York: Mcgraw-Hill
    Murthy, S.R. (1994), *A Model for Stcok Price System Analysis,* New Delhi: Himalya Publishing House

    ii. **Work in Edited Collections:**
    Dash, P.C. 2007. A Premier of Marketing pages 110-113 in Prices, products and people (Sahoo S.C. ed.), New Delhi, New Age Publishers

    iii. **Journal Article / Paper:**
    Sheth J.N. and Parvatiyar A. (1995), "Relationship Marketing in Consumer Market: Antecedents and Consequences, American Journal of Marketing, Vol. 57, Issue 10,pp.247-273

    iv. **Doctoral Thesis:**
    Maheswari, R.K. (2011) 'Accounting for Human Resource : Acquisition, Development & Retantion', Ph.D Thesis, University of Delhi

    v. **Government Publications:**
    Government of India, Ministry of Communications, Department of Telecommunications 2011 Annual report 2010-11, New Delhi
    Reference should be cited within the text as follows: According to Gupta (2011), foreign exchange market ….
    These results are inconsistent with those of other studies (Gupta, 1995, Sharma, 2000).

    vi. **Internet reference:**
    Comdid, S.Future learning Inc : Competency Approach,
    http://www.future/earning.com/competency, html. Accessedon 02.02.2005

13. All tables and figures should appear at the relevant places in the text. All tables and figures should be referred to by their numbers in the text (for instance, 'See Table 1', 'See Figure 4'). Serial Number of the Tables and Figures / Charts should be placed uniformly throughout the manuscript. Each column of the table must have a short heading. '**Source**' should be mentioned under each table in

bold letters. These should be kept to the minimum. The equations and other calculations to be mentioned in the paper need to be of standard format. The computer standard format is to be used for the purpose.

14. The author(s) of accepted contributions shall be offered soft copy of their published article through e-mail and one complimentary copy (hard copy) of the issue.

15. **Declaration:** A declaration certificate should be submitted in a separate sheet stating that the manuscript is his / her original contribution and neither has been accepted to be published nor published elsewhere and free from plagiarism.

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