# Research Paper Submission Guideline

## Formatting Summary

Font: Times New Roman, 12 pt  
Spacing: Double-spaced  
Margins: 1 inch on all sides  
Alignment: Justified (left for headings)  
Paper: A4  
Page Numbers: Bottom center and add Top of the page title (each page)

**Word Limit**: Not more than **7,000 words (Including Abstract & Reference)**

## STYLE AND PUNCTUATION MUST BE IN ACCORDANCE WITH THE FOLLOWING

## Uniform Font: Times New Roman, Font Size: 12; Black

## Tables Font: Times New Roman, Font Size 12

## The table title should be at the Top of the table. Example:

## Table 1. Sugarcane Disease Information

## Figure(s) Font: Times New Roman, Font Size 12

## The Figure title should be at the Top of the Figure. Example:

## Figure 1. The Conversion Funnel

## Main Heading should be written as: RESULTS AND DISCUSSION

## Sub Heading should be written as: Interpretation

1. **Title Page**

First page : only add title name and Author detail

The title page must include:

* Full name(s) of all authors (first, middle, last)
* Designation and Department
* Full institutional address and correspondence address
* Email address of each authorTitle

## Word Limit: 10–18 words What to Include:

## Clear and specific title that reflects the main idea

## Avoid jargon, abbreviations, or vague phrases

## Abstract

## Word Limit: 200–250 words What to Include: Objective of the study, Methods used, Key results, Main conclusion, Significance of the research

## Keywords

**Word Limit:** 3–5 words/phrases  
**What to Include:** Relevant and specific keywords (not in the title),

**JEL Classification Codes** (at least three)

## Introduction

## Word Limit: 800–1000 words What to Include: Background information, Statement of the problem: What gap or challenge is this study addressing? , Objectives of the study, Significance and contribution,

## Literature Review

**Word Limit:** 800–1000 words

**What to Include:** Summary of previous research, Critically summarize existing literature, identify gaps, and explain how the current study addresses those gaps. Use current and relevant references, Use **APA 7th edition style** for in-text citations.

## Research Methodology

**Word Limit:** 1000–1200 words

**What to Include:** **Research design** (exploratory, descriptive, empirical, etc.), **Sample size** and **sampling method**, **Data sources** (primary or secondary), **Time frame** of data collection , **Tools or instruments** used (questionnaires, software, models), **Techniques for analysis** (regression, ANOVA, factor analysis, etc.), Clearly explain any **statistical or econometric models**

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## Results and Discussion

**Word Limit:** 1000–1200 words

**What to Include:** Present findings clearly using text, tables, and figures (labeled Table 1, Table 2… / Figure 1, Figure 2…), Avoid repeating the same data across formats. Highlight significant results. Display formulae and mathematical equations should be numbered serially. Equations should be typewritten and use the form (1).

## Conclusion and Recommendations

**Word Limit:** 600–800 words.

**What to Include:** Recap of **major findings** in light of the research objectives, **Managerial or financial implications**, Specific **recommendations** based on evidence, How this study contributes to the **body of knowledge** in finance

1. **Limitations and Future Scope**

**Word limit**: 500-600 words.

**What to include:**

* Limitations in:
  + Methodology (sample size, data)
  + Scope or generalizability
  + Time constraints
* Suggestions for future researchers:
  + New methods or models
  + Alternative data sets
  + Different contexts (industry/country)

## 13. References

**Use APA Style (7th edition) for citations and references.**

**Examples:**

* Book: Keller, K. L. (2003). *Strategic brand management* (2nd ed.). Prentice Hall.
* Journal Article: Ashraf, S., & Baig, M. A. (2019). Is the Indian stock market efficiently inefficient? *Indian Journal of Finance*, 13(7), 7–25.
* Web Source: Girdharwal, N. (2007). A study of physicians’ behavior… Retrieved from http://...