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a) The manuscripts should be prepared in MS Word with 12 point Times New Roman font, 1.5 line spacing and margin of 1 inch on all sides.

b) An abstract of 150-160 words, 5-6 Keywords and 4-5 JEL Classification codes should be provided in the first page of the manuscript. The length of the manuscript should not exceed 5,000 words excluding reference.

c) The title of the manuscript should be followed by name, designation, affiliation, email and mobile number of the author(s). The surname of the author(s) should be marked in blue colour.

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e) The main body of the manuscript should contain: 1. Introduction, 2. Review of Literature, 3. Objective and Hypothesis, 4. Research Methodology, 5. Data Analysis, 6. Results and Discussion, and 7. Conclusion. The conclusion should include research outcomes, implications of research on industry, academia and policy making, and future scope of research (if any). The subheadings under each of the main headings should also be numbered accordingly.

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g) All works cited in the manuscript should be reflected in the reference section. References should be according to latest edition of APA style arranged in alphabetical order.

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i) Every manuscript should accompany a Turnitin anti-plagiarism similarity index report. The plagiarism should be within 10% (8 word combination). Further, it should not be more than 1% from one source.

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