



KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES - COIMBATORE

Approved by AICTE - New Delhi, Affiliated to Anna University - Chennai

A Nationally Ranked B School for MBA

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General Guidelines:

1. The first page of the article should contain the authors full name with designation and address for correspondence (Both of the Institution/Company and Residence)
2. The research must be original in nature and is neither published nor under consideration for publication anywhere else.
3. The review process may take up to 7 days. It is mandatory to mention a valid email Id and mobile number. All correspondences except the hard copy for those accepted articles will be via email.
4. The abstract should be about 200-250 words and it should adequately describe the work and highlight its significance.
5. Avoid the use of abbreviation and references in the abstract. The abstract should be followed by relevant keywords.
6. The main paper (Manuscripts) should be about 3,000-4,000 words (including Graphs, Charts etc.,)

Abstract & Manuscript:

1. Article should be typed in Font Size-12, using Font Style- Times New Roman, Line Spacing-1.5 and single column, Margin 1” on all sides on a Standard A4 size Paper. The Page numbers should be at the bottom-center of every page. All headings (Times New Roman) & sub headings (Italic) must be in bold letters.
2. Table should be numbered consecutively; Table titles must be placed above the table. The source should be indicated at the bottom of the table
3. All the tables, charts, graphs, diagrams should be in black and not in colors
4. Footnotes, italics, and quotation marks should be kept to the minimum

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