

ASCENT INTERNATIONAL JOURNAL FOR RESEARCH ANALYSIS

(A Bi-lingual Multi Disciplinary Peer Reviewed International Quarterly Journal)

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GUIDELINES

ASCENT INTERNATIONAL JOURNAL FOR RESEARCH ANALYSIS (A Bi-lingual Multi Disciplinary Peer Reviewed International Quarterly Journal) having Online **ISSN No 2455-5967**, **Registered & Listed by UGC 63514** invites research papers, articles, abstracts of doctoral dissertations, major research project reports, case studies and book reviews from academicians and professionals. The following are the guidelines applicable to contributions.

1. The cover page should include title, abstract, keywords, author(s) and affiliation(s), email address (es). Please indicate the corresponding author. It should contain an abstract of not more than **150** words, along with **5** key words. The paper should not more than **08** pages.
2. The main text should not contain name of the author. References should be given at the end of the manuscript and should contain only those cited in the text of the manuscript.
3. Reference should be given on following pattern:
 - (a) **For books:**

Miller Philip, Kevin Lane Keller, Abraham Koshy, Mithilesh warJha (2012), Sales Management, 13th Edition, Pearson Education.: Dorling Kindersley (India) Pvt. Ltd., New Delhi, pp-201-205.
 - (b) **For journal articles:**

Tulsian, Niraj and Philip Parker (2001), Marketing :Consumers' Use of Brand Name, Price and Physical Appearance, and Retailer Reputation as Signals of Product Quality, Journal of Marketing, Vol. 85 (August): p 29.
4. Figures and tables should be numbered consecutively and should appear soon after the text where they are first cited. The figures should be accommodated with in two thirds of A-4 size paper. All the figures and tables must be captioned.
5. The text should be in double space, in **12 points font size, leaving 1.5 inch margins on all sides, on A-4 size paper.**
6. Authors using questionnaires for collection of data for preparing the paper should send a copy of questionnaire, along with the manuscript.
7. The contributions received for publication shall be **referred for review** to experts on the subject.

8. Correspondence and proofs for correction, if required, will be sent to the first named author unless otherwise indicated.
9. Authors submitting a revised manuscript need to outline separately the response to the reviewers' comments including changes introduced to the manuscript.
- 10. Articles must be original and hitherto unpublished.**
11. The final decision on the acceptance or otherwise of the paper rests with the Editors, and it depends entirely on the standard and relevance of the paper.
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