

Title of the Research Paper

Author's Name (First name Last name) * & (First name Last name)

*Corresponding author

The final submissions may include the following subheads:

Abstract: In 300 words summarizing the need, scope, major findings and implications of the research

Keywords: 5 to 7 words

Background of the study: Describe the need and context of the study undertaken

Research Problem /Questions: Elaborate on the dilemma/problem taken up in the study

Literature Review/ Theory & Conceptual Framework: Summarizing the concepts and theories the Research Paper will connect to.

- Should be in Chronological order or Segmented
- Research Articles' Review
- State Findings
- Analyze & Relate to 'Purpose of Study'
- Identify 'Gaps in the Literature'
- Tense (Present or Present Perfect)
- Don't write in first person. ("I" "We" should be avoided)
- In-line Reference Style: Author_name (year); Author_name, year: p.76)¹

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Methodology adopted: The various methods adopted for the study along with justification for the selection of the mentioned methods and techniques

Analysis & Findings: The analysis of collected data along with the major findings

Conclusion and Recommendations: The case may be concluded with marketing implications derived from the study. It may include the following:

- Recommendations
- Significant Contributions
- Discuss limitations of the Study
- Discuss Scope of further research

- Document margin (left 1.5”, Right 1”, Top 1”, Bottom 1”)

- Line spacing (1.5)

- Double spacing at the start of new paragraph

- Font size- Arial /Times New Roman , Font Size 12 for text and (12 Bold Capital) or (14 Bold) for headers

- Tables & Exhibits should be numbered as Table 1,2,3,.....

- Avoid Underlining (can make Bold, Italics)

- **Bibliography** APA style referencing