

## **Journal of Marketing Vistas**

### **Guidelines for Authors**

The following guidelines are to be adhered to while submitting the manuscript

- IPE invites original contribution in the form of 'State of the Art' conceptual/ empirical paper and case studies on the application of marketing across industry globally.
- A paper should contain 3000 to 5000 words. The desired order of content is
  - a) Title (1st Page)
  - b) Author(s)/ Affiliation(s) (1st Page)
  - c) Abstract (200 words) (2nd page)
  - d) Main Text
  - e) Appendices
  - f) Acknowledgement
  - g) Reference, and
- Tables and illustrations should be with titles, labels and art-work should be placed in the text at the appropriate locations. Tables/ Figures should be numbered 1, 2, 3 etc. and should be referred to in the text.
- The manuscript should be typed on one side of good quality white bond paper in one and half spacing, 12 font size, justified and Times New Roman. Mathematical terms, symbols and other features that cannot be typed should be inserted neatly into the text by hand in black ink.

#### **Headings (three levels only)**

- Major headings are flush left, capitalized, and in bold type; Text follows from next line.
- Subheadings are in title case & bold, flush left. Text follows from next line.
- Tertiary headings are in title case, and italicized, Text follows on same line.
- Do not number the headings

#### **Numbers**

- Numbers under ten are spelled out (nine-point scale, five to 10 hours, but 5%).
- Numbers followed by % are always numerals (5%, 20%)
- Spell out numbers that begin sentences (Twenty students attended the program...).

#### **Referencing pattern**

As per guidelines of Journal of Consumer Research.

- All manuscript should have been proof- read before submission.
- Acronyms should be spelt out in the first occurrence.
- Use British spellings.
- The author should also send an 'electronic version' of the paper on CD/ e- mail using standard software (preferably MS-Word).
- The equations should be numbered sequentially in parentheses by the right margin. The theorems, propositions, corollaries, etc., should be numbered in one sequence as, for example, (1) Proposition, (2) Corollary, (3) Theorem, etc.
- Authors should send a declaration stating that the paper has neither been published nor under consideration for publication elsewhere.
- Correspondence and proof for correction will be sent to the first name author, unless otherwise indicated. The authors will receive page proof for checking, but it is hoped to correct only typesetting errors. Proof should be returned within a week.
- All manuscripts have to be sent to the Editor, Journal of Marketing Vistas, Institute of Public Enterprise, Osmania University Campus, Hyderabad – 500 007. The article can be submitted through e-mail: [jmt@ipeindia.org](mailto:jmt@ipeindia.org), [meherkaruna@ipeindia.org](mailto:meherkaruna@ipeindia.org)