

GUIDELINES FOR AUTHORS

NICE Journal of Business invites academicians and professionals to contribute research papers, articles, abstracts of doctoral dissertations, major research project reports, case studies, comprehensive bibliography, and book reviews. The following are the guidelines for the authors:

1. The contribution must be original, neither published nor under consideration for publication anywhere else.
2. The cover page should contain the title of the paper, author's name, designation, official address, contact phone/ fax number, and the e-mail address. The next page should contain an abstract of not more than 150 words, along with five key words. The main text should not contain the author's name.
3. References should be given at the end of the manuscript and should contain only those cited in the text of the manuscript. These should be given in an alphabetical order of the first author's surname.
4. References should be given on the following pattern:
 - (i) For books written by two or more authors:
Kotler, Philip, Gary Armstrong, Prafulla Y. Agnihotri, and Ehsan ul Haque,(2013), "*Principles of Marketing: South Asian Perspective*", 14th ed. (New Delhi: Dorling Kindersley (India) Private Limited), pp. 3-9,
 - (ii) For journal articles:
Tanmay Chattopadhyay, Shivani Shraddha, and Mahesh Krishnan, (2010), "Marketing Mix Elements Influencing Brand Equity and Brand Choice", *Vikapla*, Vol. 35, No. 3 (July-September), pp. 67-84
 - (iii) For unpublished Ph.D. theses and M. Phil. dissertations:
Deepa Sharma,(2008), "*Corporate and Public Redressal Systems for Consumer Grievances*", Unpublished Ph.D. thesis, Delhi University, Department of Commerce, Delhi, pp. 42-49.
5. Notes (Footnotes) should be avoided. If necessary, it should be indicated by serial number in the text (1, 2...) as also at the end of the research paper, on a separate sheet just before references. Notes should not be mixed with references.
6. Figures and tables should be numbered consecutively, in international numerals, and should appear soon after the text where they are cited first. The figures should be accommodated within two-thirds of the A-4 size paper. All the figures and tables must be suitably captioned.
7. Please check your manuscript for clarity, grammar, spelling, punctuation, and consistency of references to minimize editorial changes.
8. Please follow British spellings throughout: '**programme**', 'not program'; 'organisation', 'not organization'; '**behaviour**', 'not behavior'.
9. The use of capitalization should be kept to the minimum, except in case of proper nouns, and should be followed consistently.
10. The ideal size of the manuscript is 5,000 to 7,500 words.
11. The manuscript should be in double space; in 12-points font size, on A-4 size paper, leaving 4cms. margin on all sides, so as to facilitate editing and styling. All texts, including abstract, quotations, notes and references should be typed in double-space.
12. Authors using a questionnaire for collection of data for preparing the paper should

- send a copy of the questionnaire, along with the manuscript.
13. The contribution should be sent as an e-mail attachment to: editornjb@gmail.com with a copy to dpsverma@hotmail.com . The contributions received for publication shall be referred to two experts on the subject, for review and evaluation, after a preliminary review in the editorial office.
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