

Guidelines for Manuscript Submission to NSB Management Review

- NSB Management Review (NMR) is a refereed journal. Only original, unpublished work is sought. In the covering letter accompanying the manuscript, the contributor(s) should certify that the manuscript has neither been published anywhere nor is it at present being considered anywhere else for publication.
- The contributors are requested to send their papers in 12-point font size, Times New Roman font on MS Word with 1.5-line spacing. The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, complete mailing address, phone number, fax number (if any) and e-mail address. Please do not indicate author(s) name, affiliation or any other such information inside the manuscript elsewhere.
- The manuscript should be accompanied by a 200-word non-mathematical abstract, which will substantially summarize the entire article.
- An expert committee will screen the papers. After preliminary screening, all short listed papers will be sent for double-blind review. Though no turnaround time can be guaranteed, we shall try to intimate the status of the manuscript within six weeks of submission.
- Tables, illustrations, charts, figures etc. should be serially numbered and duly acknowledged. Sources of the data need to be given below each table.
- All papers should be submitted on-line addressed to the Editor, NSB Management Review, at publications@nsb.in and a copy to editor.nsbjournal@gmail.com
- Only those references that are actually utilized should be included in the reference list and the same should be alphabetically arranged. References should be given in the APA format e.g.:

Reference for books: Lovelock, Christopher (2006), *Services Marketing*, New Delhi: Pearson Education.

Reference for periodicals: Kulshrestha, Robin (1981), "Strategic Marketing: Betas and Basics," *Journal of Marketing*, 45 (3), pp 173-82

Reference for an article in a book edited by another author(s):

Naisbitt, John R. and Sutherland, Ruth A. (1981), "The Predictive Accuracy of a Retail Gravitation Model: An Empirical Evaluation," in *The Changing Marketing Environment*, Kenneth Bernhardt et al., eds. Chicago: American Marketing Association.

References to un published works (such as doctoral dissertations and working papers):

Negi, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, City University of New York.

Reference to articles taken from Internet: Crowe, Russel and Dought, Andrea, "Has Wal-Mart Buried the Mom and Pop? The Impact of Wal-Mart on Self Employment and Small Establishments in the United States," available http://www.be.wvu.edu/div/econ//work/pdf_files/06-05.pdf, accessed on September 23, 2008.

Note -: Please send us your manuscript before December 20, 2009. If you wish to be considered for the next issue that is Vol. 2 No. 2