

**Greetings!**

**Guidelines for contributors:**

The Pacific Institute of Management & Technology welcomes contribution for its biannual publication **“Unnati- The Business Journal” (A Half Yearly Refereed Journal of Management)** ISSN -2319-1740 from both academicians and practitioners of Business, Management and related areas.

**“Unnati - The Business Journal”** is aimed to be a high quality, scholarly, peer reviewed half yearly journal. It invites original, research based papers, articles and management cases on topics of current concern. Papers based on theoretical/empirical research and experience should satisfy good quality research and must reflect the practical applicability of the research.

**The manuscript must be in MS word format only.**

**Manuscript Preparation**

**Paper to be typed in MS Word. Use a single column layout with both left and right margins justified.**

<b>Font</b>	<b>Times New Roman</b>
<b>Font size</b>	<b>16pt. for Title of the Paper 14pt for heading in the paper 12pt. for text</b>
<b>Line spacing</b>	<b>1.5 Line Spacing</b>
<b>Margin</b>	<b>1 inch on all sides.</b>
<b>Layout</b>	<b>Use a single column layout with both left and right margins justified.</b>
<b>The title page</b>	<b>it should contain title of the paper, followed by name(s) of author(s), Designation, affiliation, e-mail, phone, fax with STD code and Postal Address. Authors should not write their name and affiliations anywhere Else in the paper.</b>

**Tables, graphs, and charts etc. In the text, the references for table should be mentioned as Table-1 and so on, not as above table. Same should be followed in case of graphs and charts. Each table, graph and chart should have its own heading and source.**

**Abstract** approx 350-500 words with 5-6 key words.

1.

**Full length paper** **5000 words (Approx.)**  
**References** should be cited at the end of the manuscript in APA format.

The manuscript (soft and hard copy) and copyright form should be sent to the editor:

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