



# GURUGRAM UNIVERSITY

(A State Govt. University Established Under Haryana Act 17 Of 2017)

## GURUGRAM UNIVERSITY BUSINESS REVIEW (GUBR)

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### Guidelines for Authors

#### A) Typescript Guidelines

- i. The original typescript should be submitted electronically in A4 size format, with a word count of 4000-6000 (including figures and tables).
- ii. Typescript should have double line spacing at the time of submission.
- iii. A final paper which would exceed 6000 words or occupy more than 15 pages of the Journal may be returned for abridgement.
- iv. The text of the paper should include title, abstract, keywords, text, references & notes, tables, figure captions, figures, but not the names of authors, their biographical notes or any acknowledgements. Author needs to submit a separate file containing the title of the paper, plus the names affiliation and complete addresses, e-mail and contact number of author(s), and an abstract, keywords, and any acknowledgements.
- v. Author(s) name(s) is/are not to be included in the document/file properties.
- vi. All papers must be written in English. If English is not your first language, please ask an English-speaking colleague/expert to proofread your paper.

#### B) Title, abstract, keywords, addresses, biographical notes

- i. Title: as short as possible.
- ii. Authors Affiliation Details and Address: Author Name and Position, department, name of institution, full postal address and email address for each author.
- iii. Abstract: approximately 150 maximum
- iv. Keywords: 5-7 words or phrases.
- v. Biographical notes: approximately 100 words per author, maximum 150.

#### C) References and Notes

- i. GUBR uses the APA (name and date) short reference system for citations in the text with a detailed alphabetical list at the end of the paper. For example 'Large (2010) suggests ...' or 'Liang and Zeger (1986) found that ...'
- ii. Footnotes, if any, should be short, succinct notes making a specific point, may be placed in number order following the alphabetical list of references.
- iii. References should be made only to works that are published, accepted for publication

(not merely 'submitted'), or available through libraries or institutions. Any other source should be qualified by a note regarding availability.

- iv. References should be mentioned only for those scholars whose name is mentioned in the paper.

#### **D) Ethical Guidelines for Authors**

- i. Content: All authors must declare they have read and agreed to the content of the submitted manuscript.
- ii. Ethics: Manuscripts may be rejected by the editorial office if it is felt that the work was not carried out within an ethical framework.
- iii. Plagiarism: Plagiarism in any form constitutes a serious violation of the most basic principles of scholar writing and cannot be tolerated. Examples of plagiarism include:
  - a) Word-for-word copying of portions of another's writing without enclosing the copied passage in quotation marks and acknowledging the source in the appropriate scholarly convention.
  - b) The use of a particularly unique term or concept that one has come across in reading without acknowledging the author or source.
  - c) The paraphrasing or abbreviated restatement of someone else's ideas without acknowledging that another person's text has been the basis for the paraphrasing.
  - d) False citation: material should not be attributed to a source from which it has not been obtained
  - e) False data: data that has been fabricated or altered in a laboratory or experiment; although not literally plagiarism, this is clearly a form of academic fraud.
  - f) Unacknowledged multiple submission of a paper for several purposes without prior approval from the parties involved.
  - g) Unacknowledged multiple authors or collaboration: the contributions of each author or collaborator should be made clear.
  - h) Self-plagiarism/double submission: the submission of the same or a very similar paper to two or more publications at the same time.

#### **E) Manuscript Guidelines**

##### **i) Fonts**

- Font Type: Times New Roman
- Font Size (Text): 12
- Font Size (Tables and Figures): 12

##### **ii) Paragraph**

- Alignment: Left
- Outline Level: Body Text
- Indentation: Left: 0
- Right: 0
- Spacing: Before: 0 After: 0
- Line Spacing: Double

##### **iii) Page Setup Margins:**

- Top: 2.5 cm
- Bottom: 2.5 cm
- Left: 1.5 cm

- Right: 1.5 cm
- Gutter: 0
- Paper Size: Letter
- iv) Structure of Paper
  - Abstract with Key words
  - Introduction
  - Literature Review
  - Research Method
  - Analysis and Discussion
  - Conclusion
  - Limitations of the Study
  - Scope for Further Research References
- v) Word Count
  - Article/ Research Paper/Case Study: 6000 words maximum

**F) Address for Correspondence:**

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