

Guidelines for Authors:

1. The subject areas for publication include, but are not limited to, the following fields: Anthropology, Economics, International Relations, Law, Development Studies, Population Studies, Political Science, History, Journalism and Mass Communication, Corporate Governance, Cross-cultural Studies, Linguistics, Public Administration, Education, Geography, Industrial Relations, Philosophy, Legal Management, Library Science, Information Science, Psychology, Sociology, Criminology, Women Studies, Social Welfare
2. The manuscript must be in MS word format only.
3. Manuscript Preparation

The contributors must mention their track on the separate page.

Paper be typed	:	MS Word
Font	:	Times New Roman
Font size	:	16pt. for Title of the Paper 14pt for heading in the paper 12pt. for text
Line spacing	:	1.5 Line Spacing
Margin	:	1 inch on all sides.
Layout	:	Use a single column layout with both left and right margins justified.
The title page	:	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.
	:	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	:	500 words
Full length paper	:	5000 words
References	:	APA with hanging format.



Publications
Faculty of Management
Pacific Academy of Higher Education and Research University

(Books with ISBN)

1. **ETHICS AND INDIAN ETHOS IN MANAGEMENT - TEXT AND CASES**
Author : Prof. N.M. Khandelwal (ISBN 978-93-5104-465-9)
2. **INNOVATIVE PRACTICES IN HR: CONTEMPORARY ISSUES AND CHALLENGES**
Editors : Prof. N.M. Khandelwal (ISBN 978-93-5104-481-9)
3. **GREEN MARKETING : ISSUE AND PERSPECTIVES**
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar (ISBN 978-93-5104-483-3)
4. **CONSUMER BEHAVIOR : EMERGING ISSUES AND PERSPECTIVES**
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar (ISBN 978-93-5104-481-6)
5. **CONTEMPORARY ISSUES IN MARKETING** (Covering some Emerging Issues)
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar, Prof. Sunita Agrawal (ISBN No. 978-93-5174-027-8)
6. **ENHANCING HUMAN CAPABILITIES: BIG CHALLENGE IN INDIAN PERSPECTIVE**
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Mr. Ravindra Bangar, Prof. Sunita Agrawal (ISBN No. 978-93-5174-686-7)
7. **EMERGING ISSUES IN ACCOUNTING AND FINANCE**
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agrawal (ISBN No. 978-81-930017-0-7)
8. **ECONOMIC AND SOCIO-CULTURAL ENVIRONMENT OF BUSINESS**
Editors : Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agrawal (ISBN No. 978-93-5796-165-9)
9. **ETHICS AND VALUES IN RESOURCE MANAGEMENT**
Editors: B.P. Sharma, Mahima Birla, Pallavi Mehta (ISBN No. 978-81-930017-1-4)
10. **SERVICE SECTOR: CONTEMPORARY ISSUE**
Editors: Prof. B.P. Sharma, Prof. Mahima Birla, Prof. Sunita Agrawal (ISBN No. 978-93-5174-685-0)
11. **STRATEGIES FOR RESHAPING BUSINESS AND ECONOMY**
Editors: Prof. B.P. Sharma, Prof. Mahima Birla, Dr. Pallavi Mehta, Dr. Ashish Adholiya (ISBN No. 978-81-930017-2-1)
12. **TRANSFORMATION OF BUSINESS AND ECONOMY IN DIGITAL ERA**
Editors: Prof. Mahima Birla, Dr. Pushpkant Shakdwipee
Dr. Pallavi Mehta, Prof. Mathur, Dr. Ashish Adholiya (ISBN No. 978-81-930017-5-2)

Printed and Published by Dr. Mahima Birla (Indian) on behalf of Pacific Academy of Higher Education and Research University, Udaipur and printed at Yuvraj Papers, 11-A, Indra Bazar, Nada Khada, Near Bapu Bazar, Udaipur (Rajasthan) and published at Pacific Academy of Higher Education and Research University, Pacific Hills, Pratapnagar Extn., Airport Road, Udaipur (Rajasthan) 313001. Editor: Dr. Bhawna Detha

Rs. 60/- (per issue)