



Research Development Association

MANUSCRIPT SUBMISSION

- ✓ The Manuscripts should be in MS-Word format. Manuscripts must be double spaced, with 1-inch margins with “Times New Roman, Font Size 12, black”.
- ✓ Two or more referees review all contributions by following the double blind system - that is, with the author's name and credentials deleted, so that the reviewers don't know who is authoring the work.
- ✓ The review process takes three - four months and the status would be known after three - four months of submission of the article.
- ✓ It is mandatory to mention a valid email address with content submitted online.
- ✓ We will acknowledge the receipt of your paper by email and an article id will be issued to the corresponding author.
- ✓ The author(s) should keep in mind that it would be mandatory to cite this id while sending a query about the paper submitted online.
- ✓ In the first page of the paper (cover page), please provide full names (first, middle and last names) and full addresses (institute's address along with designation and correspondence address) along with email address of the author(s). The author's name or affiliations should not appear anywhere else in the body of the manuscript, because our peer-review process is blinded.
- ✓ The actual paper should commence from the second page containing the title followed by the abstract, keywords, and the main paper. The author's name should not be mentioned anywhere except in the first page (cover page).
- ✓ The Manuscripts should not be more than 6000 words. The manuscript should mention the time period in which the research was conducted.
- ✓ The abstract, followed by relevant keywords should not be more than 250 words and should adequately describe the work and highlight its significance. The abstract should only include text. Avoid the use of abbreviations and references in the abstract.
- ✓ Every manuscript should be labeled as being : « A Research Paper « A Review « A Case Study « A Book Review
- ✓ Tables should be numbered consecutively as Table 1, Table 2, and so on (and not as Table 1.1, Table 1.2, and so on). The title of the table should be placed above the table. The source should be indicated at the bottom. Please provide table(s) as real table(s) with rows, columns and cells. Each piece of information should reside in its own cell.
- ✓ Figures should be numbered consecutively (as Figure 1, Figure 2, and so on and not as Figure 1.1, Figure 1.2, and so on. Wherever necessary, the source should be indicated at the bottom. The figures should also be given relevant titles.
- ✓ All tables, charts, graphs, diagrams should be black and not in color. The images should be of high resolution and in black and white only. Number and complexity of such exhibits should be as low as possible. All charts and graphs should be drawn legibly and figures should be indicated in millions and billions.
- ✓ References should be included at the end of the paper. All the references should be cited in the body of the text. References and citations should be complete in all respects and arranged in alphabetical order.
- ✓ Display formulae and mathematical equations should be numbered serially. Equations should be typewritten and use the form (1).
- ✓ Footnotes, italics, and quotation marks should be kept to the minimum.
- ✓ The primary heading should be in capitalized form (Uppercase), and boldface. The sub-headings should be in title- case capitalization (first letter of

each word in capital) and in bold.

- ✓ Manuscripts not accepted for publication will not be sent back to contributors. Contributors whose papers are accepted or rejected will be informed by email only. Hence, it is mandatory to mention a valid email address with the submitted content.
- ✓ Authors needing assistance should first go through the Guidelines for Authors, and still, if you have any specific queries, then please contact the Editor-in-Chief atdrjain.rda@gmail.com or +91-9799201212.

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REVIEW PROCESS

After a paper is received, it is sent to the subject matter expert for blind review. The review process takes 3 -4 months.

- ❖ Manuscripts are judged on the basis of the following criteria :
- ✓ Overall contribution of the paper to the field of Concerned Journal
- ✓ Originality of the content
- ✓ Adequacy of the Literature Review
- ✓ Conceptual rigor
- ✓ Logical and technical soundness
- ✓ Organization of the content
- ✓ Writing quality Managerial/Theoretical/ Policy Implications of the Research
- ✓ Limitations of the Study and Scope for Further Research
- ✓ References

AFTER A PAPER IS ACCEPTED FOR PUBLICATION

- ✓ If a paper is accepted for publication, the authors will be informed by email about the acceptance.
- ✓ An electronic version of the manuscript in MS- Word would be required once the paper is accepted for publication.
- ✓ Each author of the paper will have to sign and self-attest the Pre-Publication Author Disclosure Form and the scanned soft copy of this form has to be submitted to the Editorial Office of Indian Journal of Marketing.
- ✓ Copyright of published articles will rest with Research Development Association.
- ✓ The final draft is subject to editorial amendments to suit the journal's requirements.
- ✓ Each author will receive one copy of the Journal issue that carries his/her published paper.

STYLE AND PUNCTUATION MUST BE IN ACCORDANCE WITH THE FOLLOWING

- ✓ Uniform Font: Times New Roman, Font Size: 12; Black « Tables Font: Times New Roman, Font Size 12;Black
- ✓ The table title should be at the Top of the table.
Example : « Table 1. Buying Behaviour« Figure(s) Font: Times New Roman, Font Size 12
- ✓ The Figure title should be at the Top of the Figure.
Example : « Figure 1. Loyalty towards favorite brand
- ✓ Main Heading should be written as : RESULTS AND DISCUSSION

- ✓ Sub Heading should be written as : Interpretation
- ✓ In tables, raw codes should not appear. E.g. Adv_1 , Govt_3 .
- ✓ The factors should be proper statements labeled as per the paper and need to be written rather than being presented in the form of SPSS codes.
- ✓ All Tables are Figure numbers should be included in the Discussion part of the text (avoid phrases - the below table, the above table ; instead, mention the appropriate Figure/ Table number).
- ✓ Do not number the Figure/ Tables as Figure/Table 1.1, Figure/Table 1.2.
- ✓ Number the Tables/ Figures consecutively as Table 1/Figure 1, Table 2/Figure 2 and so on.

REFERENCING

- ✓ References and citations should be complete in all respects in order to enable readers to look up the source materials and most importantly, to demonstrate that your paper is well - researched and gives credit to the author(s) of the source materials.
 - ✓ References should be included at the end of the paper.
 - ✓ All the references should be referred to in the text and arranged in alphabetical order.
 - ✓ Authors are requested to include only a list of cited References and not a Bibliography.
 - ✓ Reference to a citation in the text should be made by means of the author's name followed by the year of publication in parenthesis.
 - ✓ The references must follow the style guide of the American Psychological Association (APA).
 - ✓ Keep uniformity in the references - example use p.11, p.12 (for single page references) and pp. 17-44 for multiple page references.
 - ✓ Page numbers, names of publishers and place of publishing are very important and should not be left out of book references.
 - ✓ Furthermore, page numbers should be given for books /journals/articles/journal articles/ journal articles from a subscription database) references.
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