

GUIDELINE FOR AUTHORS

SAGAR Foundation invites the original Research Papers, Case Studies and Book Reviews from both academicians as well as practitioners on different issues in areas of marketing, finance, operations and human resource management, economics, social sciences etc. for its journals with National and International circulation.. Submitted manuscripts will be peer reviewed. Double review system will take around 15 days and the Journal reserves the right to make necessary editorial amendments in the final manuscript to suite Journal's format.

Submission Requirements:

1. All submitted manuscripts must be original work that is not under submission at another journal or under consideration for publication in any other form. In case the authors have received financial/technical assistance for completing the manuscript, they should acknowledge the same in the manuscript so as to avoid conflicts of ownership.
2. After submitting the manuscript, until the editorial decision is communicated or if the manuscript is accepted for publication, without prior approval from the editor, authors cannot publish the manuscript in other publication.
3. Maximum length of the manuscript should be between 5000-6000 words.
4. Authors should send two electronic copies of the manuscript via e-mail attachment as a Microsoft Word document file at **editor@sagarfoundation.org**
5. One file should contain Title Page which should provide the names of all the authors, their institutional affiliation, mailing address, e-mail id and mobile number.
6. One separate page including title of the manuscript, an abstract of 200 words should be given.
7. Author should also put main keywords after the abstract.
8. The text should be 1.5 lines spaced and should be typed in Times New Roman style with a font size of 12 pts and 1 inch margin all around. Use standard indentation for paragraphs.
9. Footnotes should appear at the bottom of the page on which they are cited/ referenced.
10. Tables and Figures should be numbered and can appear either in the body of the manuscript or at the end of the manuscript. Sources of data used in both tables and figures should be duly acknowledged as a footnote to the same. In case some abbreviations and acronyms are used in the tables and figures, these should be duly described in the main body text of the manuscript where they have been cited/ referenced/ interpreted and well as in the footnotes of the table/ figure.
11. Tables and figures appearing at the end of the manuscript should be duly referenced in the main body text where these have been interpreted.
12. All Figures (charts, diagrams and line drawings) and Plates (photographic images) should be of clear quality, in black and white.
13. Research Methodology used in the manuscript should be explained in detail and all equations should be consecutively numbered.
14. At the end of the manuscript, all references cited in the body text should be complete in all respects and arranged in alphabetical order. Authors should carefully check the list of references for completeness, accuracy and consistency.
15. 'APA' (American Psychological Association) (Style 6): Citations in the text should follow the referencing style used by the American Psychological Association (APA). Authors are referred to the Publication Manual of the American Psychological Association, Sixth Edition, ISBN 978-1-4338-0561-5. The APA style guide would be the standard reference for citing books, journal articles, electronic material, websites and other source material.