



**A One day
National Conference
On
“Innovation for Competitive Advantage”
A Multidisciplinary approach
Saturday 30th March 2019**

PAPER SUBMISSION GUIDELINES

ABSTRACT must be typed clearly in Times New Roman font of size 12; clearly Mentioning Name of Author(s), Title of Paper, minimum 150 to 200 words.

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Contact Number and E-mail ID of Author(s) A4 size paper in double space; it should be well structured with proper indexing.

REFERENCES should include in case of paper/article - Name of Author(s), Year of Publication, Title of Paper/Article, Name of Journal, Volume (Number) and Page Number(s). In case of book it should include - Name of Author(s), Year of Publication, Title of book, Place of Publication, Name of Publisher and Page Number(s).

EXAMPLE

Balmer, J.M.T. and Dinnie, K. (1999). Corporate Identity and Corporate Communications. Corporate Communications: An International Journal, 4(4), 182-92.

TABLES/ANNEXURE should be given after references. Figures can appear within the text. The Abstract and full paper should be submitted in soft copy to the following:

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