

# GUIDELINES FOR AUTHORS

VIDYASAGAR UNIVERSITY JOURNAL OF COMMERCE invites contributions on all aspects of Commerce, Management, Economics and Finance. Articles should be accompanied by a declaration that they have not been published or submitted for publication elsewhere. These should be sent to the Executive Editor in duplicate with double-spaced (or computerized one and half-spaced) typing along with an abstract of not more than 100 words, should also accompany the above submission. A soft copy of the write-up will also be sent in MS Words software.

Experts form Industry and Professionals are welcome to submit data-based paper for consideration.

Articles should be written in English and preferably be below 4000 words in length. Articles should be prepared and presented following the style mentioned below.

Diagrams may be used only if absolutely essential.

Authors of published articles will receive five free reprints. In case of joint authors, each author will receive three free reprints.

## STYLE OF PRESENTATION

- Title of the article : Upper case, Font 14, Bold, Times New Roman, Middle Justified.
- Author/s : Title case, Font 12, Bold, Times New Roman (\*,\*\*), Right Justified.
- Author's affiliation : \*, \*\*, Sentence case, Font 11, Normal Text, Times New Roman, on the first page of the write – up as a foot-note.
- Abstract : Sentence case, Font 10, Normal Text, Times New Roman, Centrally aligned below Title and Author. Immediately after ABSTRACT the main write-up will start giving a paragraph gap.
- Section : Title case, Font 12, Bold, Times New Roman, Left Justified.
- Sub-section : Title case, Font 12, Bold, Times New Roman, Left Justified.
- Main article : Font 12, Times New Roman, Normal Text.
- Reference : (i) Book: Khan, M. Y. (1997), Financial Services, Tata McGraw Hill Publishing Co. Ltd., N. Delhi, p. 30.  
(ii) Journal: Gray, S. J. and Street, D. L. (2001), “Acceptance and Observance of international Accounting Standards: Prospects and Problems”, *Indian Accounting Review*, June, p. 04.
- Tables and Figures : Table in Capital and Centred in Font 11, and Table description in bold, upper lower in Font 12.