



INDIAN JOURNAL OF MARKETING

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Indian Journal of Marketing- a monthly 'double - blind peer reviewed' refereed journal on Marketing welcomes original papers from both academics and practitioners on marketing. Papers based on theoretical/empirical research and experience should satisfy good quality research and must reflect the practical applicability/policy implications of the research.

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 - ★ **A Review**
 - ★ **A Case Study**

★ A Book Review

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- d) Adequacy of the Literature Review ;
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- g) Organization of the content ;
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- i) Managerial/Theoretical/ Policy Implications of the Research ;
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- ★ **Uniform Font: Times New Roman, Font Size: 12; Black**
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- ★ **Table 1. Sugarcane Disease Information**
- ★ **Figure(s) Font: Times New Roman, Font Size 12**
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- ★ **Figure 1. The Conversion Funnel**
- ★ **Main Heading should be written as : RESULTS AND DISCUSSION**
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★ 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 Table 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). Please 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.

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- ★ Teaching objectives.
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- ★ Number of teaching sessions needed.
- ★ Author's analysis of each question raised : This should be detailed so as to guide the instructor who may not be familiar with the organization and the environment as studied by the authors.
- ★ Suggested further reading: Please provide full references of books/journal articles, as suggested readings are not covered under References. Suggested reading should cover books/journal articles from India.

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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.

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→ CHAPTER OF A BOOK

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→ CONFERENCE PROCEEDINGS

Prayag, I. L., Ramjee, R. (2009). The impact of Newcastle disease control on smallholder poultry production in Mauritius. In R. G. Alsters, P. B. Spadbrow, & M. P. Young (Eds.), *Village chickens, poverty alleviation and the sustainable control of Newcastle disease: Proceedings of an international conference held in Dar es Salaam, Tanzania, 5-7 October, 2005* (pp. 132-134). Canberra, Australia: Australian Centre for International Agricultural Research. [In text citation : Prayag & Ramjee, 2009]

→ THESIS

Eniola, S. (2006). *Customer Satisfaction in the Mobile Telecommunications Industry in Nigeria* (Unpublished MBA Thesis), Blekinge Institute of Technology, Ronneby, Sweden. [In text citation : Eniola, 2006]

→ DISSERTATION FROM THE WEB

Angelova, A. N. (2004). *Data pruning* (Master's thesis). Retrieved from <http://resolver.caltech.edu/CaltechETD:etd-05282004-000943> [In text citation : Angelova, 2004]

→ WEB SOURCES

Girdharwal, N. (2007). A study of physicians' behavior towards marketing of pharmaceutical products: A case study of Indian market. Retrieved from <http://www.pharmainfo.net/reviews/study-physicians-behaviour-toward-marketing-pharmaceutical-products-case-study-indian-market> [In text citation : Girdharwal, 2007]

→ NEWSPAPER ARTICLE

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