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Papers based on application-oriented research or field studies in the areas of industry, commerce, business studies and management are invited. The length of a paper, including tables, diagrams, illustrations, etc., should not exceed 15 double-spaced pages. Short communications (not more than 5 double-spaced pages) relating to review articles, reports of conferences, summary/views on various government reports, debatable issues, etc., are also published. Book reviews and summaries of Ph.D. dissertations not exceeding two double-spaced pages are welcome. Manuscripts sent for publication in this journal should not have been published or sent for publication elsewhere. All correspondence will be held with the senior (first) author only.

Two copies of the manuscript typed in double space on A4-size bond paper should be submitted Electronically.

All contributions submitted will be subjected to peer review. The decision of the Editorial Committee will be the final.

First page should consist of the title of the paper, the name(s), of the author (s) with all details and abstract not exceeding 150 words. Second page should start with the title of the paper again, followed by the text.

In captions for tables, figures, and columns heading in tables, the first letter of the first word should be capitalised and all other words should be in lower case (except proper nouns). For example

Table 5. Price ratios between edible groundnut kernel and other edible nut kernels.

Footnotes in the text should be numbered consecutively in plain Arabic superscripts. All the footnotes, if any, should be typed under the heading 'Footnotes ' at the end of the paper immediately after the conclusion.

Follow the Author-date in-text reference: eg. Hooda (1997) observed that... A study (Grover et. Al. 1998) found that.. When it is necessary to refer to a specific page (s), cite in the text as : Hooda (1997 P.105) Observed that... A study Hooda 1997a, Hooda 1997b, Hooda 1997c, so on.

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Government Publication : Government of India Ministry of Communications, Department of Telecommunications (1995). Annual report 1994-95. New Delhi : Government of India, Ministry of Communications, Department of Telecommunications.

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E-mail : ica.indianjournalofcommerce@gmail.com

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