

BUGEMA UNIVERSITY, ACADEMIC JOURNAL OF THE SCHOOL OF GRADUATE STUDIES Guidelines for Authors of Research Articles, Book Reviews, Case Studies/Caselets and Interview Articles

Bugema University Academic Journal of the School of Graduate Studies is a PROFESSIONAL, REFEREED INTERNATIONAL JOURNAL, welcomes original research papers, book reviews and case studies/caselets from experts, including bankers, industrialists, professionals, teachers, researchers and practitioners. Bugema University Academic Journal of the School of Graduate Studies requests the Authors of Research Articles, Book Reviews, Case Studies/Caselets, and Interview Articles and Editors, to follow the guidelines, given under the Publication Ethics below.

1. COMMON GUIDELINES FOR AUTHORS OF RESEARCH ARTICLES, BOOK REVIEWS, CASE STUDIES/CASELETS AND INTERVIEW ARTICLES

a) General Framework -

- Research papers and cases should be supported, with empirical data and analysis, indicating the applicability of theory.
- Quality research paper, book reviews and cases, not exceeding 7-10 pages, will be accepted for publication.
- Research articles, book reviews, cases, and interview articles must be written in British English. The manuscripts should be professionally proof-read in terms of clarity, grammar, spellings, punctuation and consistency of references, to minimize editorial changes.
- All manuscripts must be prepared, according to APA FORMAT, as described in the Publication Manual (7th ed.), American Psychological Association, 2019. All references should be in ROMAN SCRIPT and font size 12.

b) Editorial Policy –

- All manuscripts submitted, will be subjected to PEER BLIND REVIEW and the decision of the Editorial Committee will be FINAL.
- At the end of blind review, the Editor will inform the authors of Research Articles, Book Reviews, Case Studies/Caselets and Interview Articles, about the

acceptance or rejection of the manuscript. On acceptance, the authors are expected to incorporate the modifications, suggested by the reviewers, if any, and again submit through mail, disk and hard copy of the revised manuscript.

- First Page should consist of Title of the manuscript, Name(s) of author(s), author(s) present position, other affiliations, complete mailing address(s), both postal and e-mail, mobile numbers and abstract. Second Page should start with the title of the manuscript again, followed by the text.
- Experts/ authors are expected to have research exposure, in any particular area, for a long period and submit the paper in the same area. Besides, they may have to cite at least five references of their own earlier articles (published in BUGEMA UNIVERSITY ACADEMIC JOURNAL of the School of Graduate Studies) in their future publication.
- Soft as well as hard copy of the manuscripts (Two typed copies, on single A4 size, with double line spacing, along with an abstract) and a brief biographical sketch of the author(s), with e-mail ID, should be sent.
- For every paper, a maximum of five authors would be permitted.
- If the paper is accepted for publication, the authors will be informed by email about the acceptance.
- Hard copy of the manuscripts, not considered for publication, will not be returned to the authors. **Tables & Charts**
- All tables, charts and graphs, containing self-explanatory titles, should be typed originally by the authors (should not be pasted from other sources) on separate sheets and given at the end of the paper and use of scanned copy of photographs and drawings should be avoided.
- All tables, charts and graphs should be numbered and suitably titled.
- Tables/Charts must be appropriately referred to in the body of text/analysis of the paper/reviews/cases.

c) Numbers and Percentages

- Figures, below 10, should be spelt out in words, eleven and above in figures, unless the reference is to percentages like 3 percent, distance like 6 km or age like 9 years old.
- Use words, to express any number, at the beginning of a sentence, title, or text heading. (Whenever possible, reword the sentence to avoid beginning with a number.) For example, forty-eight percent of the sample showed an increase; 2 % showed no change. Twelve students improved, and 12 students did not improve.
- Use words to express common fractions like one fifth of the class, two-thirds majority.
- Use words, for numbers, in the case of universally accepted usage like the Twelve Apostles and Five Pillars of Islam.
- Units of measurement should be precisely stated.
- Instead of the symbol %, per cent should be used in the text.

d) Use of Quotations

- Use double quotes throughout and use single quotes only within double quotes.
- In the case of block quotations (quotations exceeding 40 words), do not use quotation marks but do **use double quotation marks, to enclose any quoted material** (A quotation that is not exceeding two lines should flow within the text but given quotation marks).
- Start such a block quotation on a new line and indent the block about a half inch (0.5cm) from both margin (in the same position as a new paragraph). If there are additional paragraphs, within the quotation, indent the first line of each an additional half inch.
- Single-space the entire quotation. At the end of a block quotation, cite the quoted source and the page or paragraph number in parentheses after the final punctuation mark.

e) Use of Italics

- Titles of books, periodicals, films, videos, TV shows, microfilm publications and quotations.
- Words that could be misread. (Subjects in the small group - small being the group designation, not the size of the group).
- Letters used as statistical symbols or algebraic variables.
- Periodical volume numbers in reference lists. Example: American Psychologist, 26, 46-67

- Anchors of a scale. Example: Health ratings, ranging from 1 (poor) to 5 (excellent).
- Literature Citations: All reference literature cited in the text, should be presented together at the end of the paper, in an alphabetical order of author(s), as per APA FORMAT.

Reference	Format Outline
Book by single author	Surname, Initials (year). Title. Place of Publication: Publisher. Eg. Miencha, I (2020). Mergers and Acquisition in the Banking Sector: The Indian Scenario. Tamil Nadu: S.Viswanathan (Printer &Publishers) Pvt.Ltd.
Book by more than two authors	Surname, Initials & Surname Initials, (year). Title. Place of Publication: Publisher Eg. Padmalatha Suresh and Justin Paul, (2010). Management of Banking and Financial Services. New Delhi: Pearson
Chapter in an Edited Book	Surname, Initials. (year). Chapter Title. In Editor Surname, Initials (Eds.), Title of Book (pp. xx-xx). Place of Publication: Publisher. Eg. Karthikeyan,S. (2002). Indian Capital Market. In Nazer, M (Eds.), Investment Management (pp. 1-14). New Delhi: Northern Book Centre
Journal Articles	Author, A. A., Author, B. B., & Author, C. C. (year). Title of article. Title of Periodical, Volume (Issue), pp-pp. Eg. Karpagam, V. (2013). Impact of Corporate Governance Factors on the Firm Performance of NSE Listed Companies in India. Journal of Business Management Studies, 9(2), 72-87.

Business	Surname, Initials. (year, Month Day). Title of the Article,
Newspapers	Newspaper's Name, pp. XX, XX, XX-XX. Eg. Schwartz, J. (1993, September 30). Obesity affects economic, social status. The Washington Post, pp. A1, A4.
Business	Surname, Initials. (year, Month). Title of the Paper. Business
Magazines	Magazine's name, Volume Number (Issue Number), pp-pp. Eg. Chamberlin, J., Novotney, A., Packard, E., & Price, M. (2008, May). Enhancing worker well-being: Occupational health psychologists convene to share their research on work, stress, and health. Monitor on Psychology, 39(5), 26-29.
Report/Bulletin	Author, A. A. (1998). Title of work (Report No. xxx). Location: Publisher. Institutional publications where there is no specific author(s), mention the Institution's name. Eg. Reserve Bank of India. (2021). Report on Currency and Finance (Report No.) Mumbai: RBI.

Reference in the text or in the notes, should contain only the name of the author or institution and the year of publication within brackets.

Eg. (Bhole.1999): page numbers also be given, wherever necessary, (Bhole, 1999, P. 12-17).

h) Plagiarism

Authors may submit their original manuscripts, after ensuring that it is free from PLAGIARISM. The authors should authenticate it, by checking the manuscripts by using the **TURNITIN** Plagiarism Software. The Editorial Committee would also examine the same by using the Plagiarism Software. **THE ARTICLE WITH MORE THAN 90 PER CENT ORIGINALITY WILL BE CONSIDERED FOR PUBLICATION.** However, the authors can be held responsible for the authenticity and originality of the manuscripts, at a future date, even after publication. If an article is found to violate the ethics such as plagiarism, fraudulent data, duplicate submission, claims or issues regarding authorship, the article will be WITHDRAWN by the publisher even after publication. In case of online version, the article content will be removed, with a note that the article was withdrawn. In case of print version, A RETRACTIONNOTE / CORRIGENDUM will

be published in the paginated part of the subsequent issue of the journal and listed in the content list.

i) Undertaking Letter

The manuscript should be sent with a declaration placed at the bottom of the manuscript. It should bear digital signature of the corresponding author(s). The author is also required to declare the conflict of interest in case of any source of research funding.

II. SPECIFIC GUIDELINES FOR ARTICLE WRITERS

a) General Format

1. Every article should be preceded by a concise abstract, not exceeding 300 words. It should be single paragraph. The abstract should describe the background of the study, main objectives of the study, methods, most important results and their significance. Key Words should be placed at the end of the abstract as per the format.
2. The objectives, hypotheses and the main focus of article should reflect the title of the paper. Please ensure that each stated objective is discussed in depth, with full analysis and interpretation of data.
3. Review of literature must refer to authentic research work on the same theme done earlier. Do not give bookish material, in the guise of review of literature.
4. Justification for the type of sampling procedure and sample size should be explained.
5. Restating the number (given in the table) in words alone will not be an interpretation. The interpretation of the data should show evidences for research findings, along with deeper meaning like the trend, relationship etc.
6. The author should ensure correspondence between i) title and objectives, ii) objectives and hypotheses iii) objectives/hypotheses and analysis iv) analysis and conclusion.
7. Avoid lengthy sub headings and every sub heading should be bold and other matter should be typed in double space.

b) Content of the Article

8. The research article should contain Abstract, Key Words, JEL Classification Code, Introduction, Statement of the Problem, Objectives of the Study, Hypothesis of the Study, Research Questions, Sample Selection, Data Collection, Period of the Study, Tools Used, Limitations, Analysis and Discussion (including test of hypothesis), Findings and Suggestions, Conclusion, Scope for Further Research, References, Tables, Charts and Figures.

c) Conclusion

9. The conclusion should show the position of the author backed by the evidence findings.

10. The conclusion should connect the manuscript's findings to a larger context, such as the wider conversation about an issue as it is presented in a course or in other published writing.

11. It should suggest the implications of your findings or the importance of the topic.

12. The conclusion should revisit your main idea or research question with new insight.

III. SPECIFIC GUIDELINES FOR BOOK REVIEWERS

a) General Format

13. The abstract should not exceed 200 words. It should include the name of the book, author of the book, background and major content of the book. The summary of book review approach should be included.

14. The structure and nature of the book can be mentioned, whether analytical or logical.

15. The Journal would prefer the reviewer to give a detailed chapter wise review of the book with relevant examples.

16. The main ideas and major objectives of the book and how effectively these are accomplished should be explained.

17. The reviewer can use Tables, Graphs, Charts, and Figures etc. to strengthen the review.

18. Review may cover unique perspective or scope for further research or discussion.

19. Constructive comments about the strength and weaknesses of the book.

b) Content of Book Review

20. Briefly mention the details of the book reviewed like Title of the book, Year of Publication, Place of Publication, Publisher, Number of pages, price (please indicate paperback or hard cover), if available etc.

21. The Book Review should contain Abstract, Key Words, JEL Classification code, Introduction, Methodology adopted in the book, Major Concepts used in the Book, Major Theme of the Book, Findings of the Book, Comments and Conclusion.

22. The comparison can be made in the dimensions such as the place of the book in a wider field, other books by the same genre, other books by the same author and explanation of the points of similarity or difference.

23. For edited books, dominant themes with reference to specific chapters and implications of the book for research, policy, practice, or theory can be described.

c) Conclusion

24. The conclusion should contain the contribution of the book to the existing body of knowledge, history or what does it have to offer to the field as a whole.

25. The conclusion should include the final assessment of the reviewer about the book reviewed.

IV. SPECIFIC GUIDELINES FOR CASE DEVELOPERS

a) General Format

26. Abstract should not exceed 200 words. The abstract should cover the case description, discussion, evaluation and conclusion.

27. The strategy to be implemented, the environment of the case study and tools applied to solve the cases, should be reflected in the title of the Case Study.

28. The case should be described by explaining the role of the people and/or institutions relating to the case problem. Depending on the subject of the case, this may include financial or non-financial data description. If needed, the subsections can be included under this part.

29. The problem/business issues under study would be evaluated by considering all feasible solutions and finalizing the most effective solution. Thus this section can explain the advantages and disadvantages of each and every feasible solution.

30. The Case Study/Caselets could involve, for example, an in depth study of a specific event or a particular problem encountered and solved. Case Studies could illustrate, explore report, analyze, summarize, debunk, challenge, or simply describe.

31. The Case Study/Caselets should investigate a phenomenon within its real-life context. Case Studies/Caselets can be the analyses of persons, groups, events, decisions, periods, policies, institutions or other systems that are studied holistically by one or more methods.

b) Content of Case Study

32. The case study should contain Abstracts, Key Words, JEL Classification Code, Introduction, Background, Alternatives, Proposed Solution and Recommendations.

33. The pertinent conceptual background and theoretical framework should be explained. The background should contain a brief statement of what is being emphasized in this case study.

34. Outline possible alternatives (not necessarily all of them) and explain why alternatives were rejected, with constraints/reasons.

35. Provide one specific and realistic solution that explains why this solution was chosen. Support the solution with solid evidences/concepts/theories/personal experience (anecdotes) etc.

36. Determine and discuss specific strategies for accomplishing the proposed solution. If applicable, recommend further action to resolve some of the issues. What should be done and who should do it?

Conclusion

37. Conclusion part should summaries the problem learnt, possible solutions and final solutions.

38. Further, the suggestions can be offered for achieving the contingency plan.

V. SPECIFIC GUIDELINES FOR INTERVIEW ARTICLES

a) General Format

1. Abstract should not exceed 200 words. The abstract should cover the introduction to the subject of interview, details of interviewee, content of interview and conclusion.

2. The subject of the interview, the details of the interviewee and type of interview, should be reflected in the title of the interview article.

3. An interview can be written, in a uniform pattern, throughout the manuscript. It can follow Literal/ Hybrid/ Narrative pattern. In the Literal pattern, questions are followed by the literal or only slightly rephrased answers. The author (interviewer) can use bold, italic or the letters, Q and

A, to distinguish questions and answers. In Hybrid pattern, narrative statements of the interviewee should be given as direct quotes, leaving out the questions of the interviewer (author). In the Narrative pattern, the author should use the third person to describe the answers of the interviewee.

4. The author should develop the key questions, in a probing way, resulting in elaborate answers.

5. The preference will be given, for the interview paper, which contains the rich experiences of present or former business executives of Indian or Foreign firms.

b) Content of Interview Article

1. The Interview Article should contain Abstracts, Key Words, JEL Classification Code, Introduction, History and Subject Background, Interview Content and Conclusion.

2. The introduction should be about the article in general, and also the interviewee in some way. Introduce the subject, the history, the research and why each idea is important.

3. The interview can be divided into three to five subtitles, depending on the target length. The author can include some great quotes about those topics. Subtitles can be used and wrap it up or transition it to the next subtitle.

4. The last question should provide some closure for the interview, and leave the respondent, feeling empowered, listened to, or otherwise glad that they talked to you.

c) Conclusion

1. The conclusion should contain the contribution of the interview, to the existing body of knowledge, history or what it has to offer to the field as a whole.

2. The conclusion often refers back to the introduction or to some interesting part of the interview.

3. The conclusion should also give a peep into the interviewee's future plans.