

Guidelines for Contributors

VIRTUE: A Bi-Annual Multidisciplinary Refereed Journal of DAV Institute of Management invites academicians, research scholars and professionals to contribute research papers, articles, abstracts of doctoral dissertations, major research project reports, case studies, and book reviews. The following are the guidelines for contributors/authors:

The contribution must be original, neither published nor under consideration for publication anywhere else.

Cover Page: Paper should have a cover page providing the title of the paper, the name(s), designation, official address, phone/fax number, email address of all the author(s). The next page should contain an abstract of not more than 150 words, along with five key words. The main text should not contain the author's name. The main text of the paper should start from the next page.

Manuscripts of the Papers: The text of the paper must be typed in 12 size font, Times New Roman) in 1.5 inch space (on one side of A4 paper in case of hard copy) with left and right margins of 1.5" and 1" respectively. Ideally the length of the paper should not exceed 10,000 words, including tables, references, etc. Heading should be BOLD letters having 14" inch font.

Papers can be both conceptual and empirical but would be tested on relevance to the main theme and subthemes and must contribute to the theory.

References: Complete references should be given at the end of the paper and before annexure. These references should be cited in the style as prescribed. At the end of the text, references should be listed in the alphabetical order of the last names of the authors.

Examples of how the references are to be listed at the end are given below:

If it is a book written by single author: Chakraborty, S. K. (1993), *Managerial Transformation by Values: A Corporate Pilgrimage*, 4th ed. (New Delhi: Sage Publications), pp. 41.

If it is book written by more than one author: Kotlar, Phillip, Gary Armstrong, Prafulla Y.Agnihotri, and Ehsan ul Haque (2010), *Principles of Marketing: South Asian Perspective*, 13th ed. (New Delhi: Dorling Kindersley (India) private Limited), pp. 41

If it is an article in a journal: Hannan, M.T. and Freeman, J. (1977), The Population Ecology of Organizations, *American Journal of Sociology*, 82 (5), pp. 21-24

If it is an article in an edited book: Kanter, R.M. (1988), When a Thousand Flowers Bloom in B. Staw and L. Cummings (eds), *Research in Organizational Behavior*, (Greenwich, CT: JAI Press), pp.169-211

For thesis and M Phil Dissertations: Sharma, Deepa, *Corporate and Public Redressal Systems for Consumer Grievances*, unpublished Ph.D. thesis, Delhi University, Department of Commerce, Delhi, 2008, pp. 42-49

All other sources other than 'references' (as indicated above) must be included under the heading of 'Bibliography'. Websites that may have been referred should be included under a separate heading).

Footnotes, figures, tables and graphs: These should be in standard format. They should be numbered serially and should appear at desirable place in the text itself, with proper reference made in the text. Wherever necessary, the source should be indicated at the bottom.

The contribution should be sent as an e-mail attachment to editorvirtue.davim@gmail.com

The contribution received for publication shall be referred to two experts on the subject, for review and evaluation, after a preliminary review in the editorial office.

Correspondence and proofs for correction, if required, will be sent to the first author, unless otherwise indicated.

The forwarding letter must include a certificate from the authors to the effect that the article is original and an exclusive contribution to VIRTUE, and shall not be released for publication elsewhere unless the Editor's decision not to publish it, has been communicated to authors.

The final decision on the acceptance or otherwise of the paper rests with the Editor or Editorial Board, and it depends entirely on the standard and relevance of the paper.

The final draft may be subjected to editorial amendments to suit the journal's requirements.

The author will be supplied one copy of the journal free of charge, soon after its publication.

The copy right of the articles and other material, published in the journal, shall lie with the publisher.

Papers should be strictly according to the above given guidelines otherwise they will not be considered for publication.