



## Guidelines for Contributors

The Comilla University Journal of Business Studies is a peer-reviewed annual journal with a blind review process published once in a year. The journal welcomes the submission of research papers or articles from the academicians, experts and practitioners in the fields of business on a regular basis.

### **Guidelines to be followed in the submission of research papers/articles**

**Language:** All manuscripts must be in English language.

**Title Page:** The title should be concise and informative. The name, designation, affiliation and email address of the author need to be mentioned. The name of the corresponding author will be indicated.

#### **Rules for the Text**

**Font:** Times New Roman; Size: 12.

**Type:** The manuscript must be typed double-spaced on A4-sized paper or equivalent and should be maximum 20 manuscript pages including charts, notes, tables and appendices.

**Heading 1:** Times New Roman; Size: 12, Bold, for example, **1. Introduction;**

**Heading 2:** Times New Roman; Size: 12, Italic, for example, *3.1 Scale development;* and

**Heading 3:** Times New Roman; Size: 12, Normal, for example, 2.1.1 Service quality.

**Abstract:** A concise and factual abstract, with maximum length of 200 words, is required.

**Keywords:** Immediately after abstract provide a maximum of 5 keywords.

**Submission of the Article:** Divide your article into clearly defined and numbered sections. Subsections should be numbered 1., 2., (then 1.1, 1.1.1, 1.1.2), 1.2 etc.

**Tables and Figures:** Present tables and figures at the appropriate places of the article. These should be numbered consecutively.

**Formula:** The text size of the formula should be similar with normal text size.

#### **Reference Style**

**Text:** Citations in the text should follow the referencing style used by the American Psychological Association.

**List:** References should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

**Originality:** The journal committee directly rejects any manuscripts it matches with other recourses more than 25% (Turnitin Plagiarism Checker).

#### **Examples**

##### **Reference to a journal publication**

Van der Geer, J., Hanraads, J. A. J., & Lupton, R. A. (2010). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51–59.

##### **Reference to a book**

Strunk, W., Jr., & White, E. B. (2000). *The elements of style*. (4th ed.). New York: Longman, (Chapter 4), 100-120

##### **Reference to a chapter in an edited book**

Mettam, G. R., & Adams, L. B. (2009). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281–304). New York: E-Publishing Inc.

**Three (03) copies** of typed manuscripts (**Hard copy**) for the publication must be submitted to the Office of the Dean, Faculty of Business Studies, Comilla University, Cumilla-3506, Bangladesh; and a MS Word format (2007) file should be sent to: [coufbstudies002@gmail.com](mailto:coufbstudies002@gmail.com)