



**Krishna University, Machilipatnam, A.P., India-521004**

**Dept. of Commerce and Business Management**

**University College of Arts and Sciences**

**In Association with**

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**Mangalagiri, Andhra Pradesh - 522503**

**Organizes**



**Three-Day International Conference on  
Academic Leadership and Management in Higher Education in a  
Globalised Economic Era: Perspectives and Challenges**

**Dt.:02, 03 & 04 Mar, 2023**

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**Key Dates**

- Submission of Abstract/Full-Text Paper Opens : Jan12, 2023
- Submission of Abstract Closes : Feb18, 2023
- Communication of Acceptance of Abstract : Feb 20, 2023
- Commencement of Online/Offline Registrations : Jan 18, 2023
- Last date for submission of full paper : Feb 25, 2023
- Last date of Online/Offline Registrations : Feb 28, 2023
- Conference Date : Mar 2-4,2023

**AUTHOR GUIDELINES:**

**1. GUIDE LINES FOR ABSTRACT SUBMISSION**

**Length:** Maximum of 500 Words (including title and key references)

**Margins:** 2.5 cm. or 1 inch throughout (left, right, top, and bottom)

**Orientation:** Portrait

**Font:** Times New Roman, 12 point

**Line spacing:** 1.5 lines (for the main text of full length paper) & Single (for key references)

**Title:** Title of paper, name(s) of author(s), affiliation(s), contact details

**Structured  
Abstract**

Authors must supply a structured abstract set out under 4-7 sub-headings

- Aim/Purpose/Objectives
- Design/methodology/approach
- Findings
- Research limitations/implications (if applicable)
- Practical implications (if applicable)
- Social implications (if applicable)
- Originality/value

## 2. GUIDELINES FOR FULL PAPER SUBMISSION:

**Title Page** - This page should be provided as a separate attachment and should include the *Title of the paper*, an *Abstract* (250-500 Words) and *Keywords* (up to 5)

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**Length of paper** - This should not be longer than 18 pages including the title page, main body, tables, figures and references

The format of the paper should be as follows:

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1. Titles in the abstract and main body should be left justified, **bold**, Times New Roman 14-point font, and each major word should be capitalized. Two single space lines should precede and one single space should follow a title.
2. Subtitles in the main body should be left justified, *italic*, Times New Roman 12-point font, and only the first letter of the first word should be capitalized. One space line should precede and follow a sub-title.
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  1. Tables/figures should be no more than a single page each. If the data is too large for a single table, please consider another way of presenting your data.
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At the end of the paper a reference list in alphabetical order should be supplied. Below are some examples for referencing books and journals:

1. **For books:** Surname, Initials (year), *Title of Book*, Publisher, Place of publication.  
e.g. Harrow, R. (2010), *No Place to Hide*, Simon & Schuster, New York, NY.
2. **For journals:** Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2009), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
3. **For newspapers:** *Newspaper* (year), "Article title", date, pages. e.g. *DailyNews* (2008), "Small change", 2 February, p. 7.
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