

# Guidelines for Paper Submission

## **AMBER - ABBS Management Business and Entrepreneurship Review,**

Acharya Bangalore B-School, Andrahalli Main Road, Off Magadi Road, Bengaluru-560 091.

Ph.No: +91 80 23245516 /17/18, E-Mail:editoramber@acharyabbs.ac.in/ editor.amber@acharyabbs.ac.in,

Website: [www.abbs.edu.in](http://www.abbs.edu.in)

### **Objective and Scope**

AMBER is a bi-annual double blind peer reviewed Journal from ABBS. The Journal has its objective to offer to the readers with relevant management insights and rich cream of current innovative research in the relevant areas. AMBER is a theme based journal and the relevant themes are selected and papers are invited. The theme for the forthcoming issue would be published in the immediately previous issue.

### **Guidelines for Paper Submission**

1. The paper should be based on original research work not yet published, not exceeding 8000 words. If the paper has been sent for publication elsewhere, that fact must be notified.
2. The paper must include the title, author's name, designation, mailing address, mobile number and e-mail address in the first page.
3. An abstract should not exceed more than 250 words. Along with the abstract, author(s) need to specify four to six key words in the second page.
4. Soft copy must be submitted in A4 size, MS-Word format only in Times New Roman with heading of 14 font size and remaining text size 12 with spacing 1.5 as a single line. There must be no tab for the first sentence of every paragraph.
5. Abstract and full paper should be sent as a word document only to:  
editoramber@acharyabbs.ac.in /  
editor.amber@acharyabbs.ac.in
6. No publication fee would be charged.
7. Manuscripts would be checked for plagiarism.
8. The third page must contain the title followed by the body of the manuscript.
9. Manuscripts are reviewed through 2 stage blind peer review system by experts in the subject area. To ensure anonymity, the author's name and other details should only appear on the first page and should not be repeated anywhere else.
10. All references have to be arranged in alphabetic order and must be numbered.
11. The internet sources must be placed after other references and must be numbered separately.
12. The reference must be present in APA Format.
13. The Author is required to sign copyright form.