

## CALL FOR PAPERS

### The theme of the forthcoming issue is "Digital Marketing".

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. Digital marketing in other words, any form of marketing that exists online. Digital marketing includes content marketing, social media marketing, Email marketing, mobile marketing, marketing automation, pay by click, content marketing, affiliate marketing etc. The companies in B2B, and B2C are front runners in using digital marketing practices as part of their business. The companies are able to leverage lot of benefits in terms of cost containment, profit improvement and better visibility of their products and services. This field is growing rapidly in terms of sales and revenue. Digital marketing is the marketing of the future.

### 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 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 two 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.

### Important dates:

**Last date of submission of Full Paper 30 June, 2019**

**Date of Notification of Acceptance 30 July, 2019**

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