BSSS JOURNAL OF COMMERCE


Published by:

The Bhopal School of Social Sciences
Near Habibganj Naka, Opposite DRM Office
Bhopal – 462024 (M.P.)
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Dear All,

It is with much joy and anticipation that we are publishing the VII volume of the journal. One of the key objectives of research should be its usability and application. This journal attempts to document and spark a debate on the research in context of emerging challenges and discuss application and usability in societal or consumer context. Our journal is dedicated to the rapid dissemination of high quality research papers in the field commerce and management and how it can meet the challenges of the future.

It is very important that different stakeholders unite and collaborate on issues which confront the society. We welcome contributions that can demonstrate near-term practical usefulness, particularly contributions that take a multidisciplinary approach because many real problems are complex in nature.

I extend heartful thanks to the management, my editorial team and all for their valuable contributions.

Dr. Swapna Pillai
Editor
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Dear eminent fellow and scholar,

Research is a continuous intellectual process of mind. It is helpful to purify our knowledge and evoke the ultimate level of wisdom. BSSS aspires to create such an opportunity which may become the stepping stone for teachers to go on the path of research publication. We have been publishing BSSS JOURNAL OF COMMERCE (ISSN: 0975-2528) since 2009 to achieve the above object. It is published annually in English language by the Department of Commerce. We have published so many research papers of various topics, written by eminent professors and scholars throughout India.

The Commerce Journal invites research papers for publication in our forthcoming issue 2015-16 in the following areas:

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Guideline to the Author(s):

Research article should not exceed 12 pages including tables, figures and exhibits. Manuscript must be written in English Language.

The first page should contain the following information:
• **Title of the paper** - It should be maximum of 150 characters and minimum of 2 words. It should be bold, fully capitalized and centered.

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• **Abstract** not exceeding 200 words.

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  **Format:** MS Word (PDF format not acceptable).

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  **Font size:** Heading - 14 point Main text - 12 point

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The text should be single spaced with one inch margin all around and justified.

**Figures and Tables:** All the tables, charts, and graphs should be drawn clearly and legibly, containing self explanatory titles. The sources should be indicated at the bottom.

**References:** References must be according to APA style guidelines.

**Final submission of the paper:** Author should sent manuscript at

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