

General Submission Guidelines for Abstracts

- Every abstract submitted by authors will be subjected to an initial desk review and the decision will be taken based on the quality of the work. The papers that do not satisfy the minimum standard will be sent back to the authors for improvement and the desk review qualified papers will be forwarded for the blind review.
- The accepted plagiarism level is 30% and papers with more than 30% plagiarism will be rejected.
- Abstracts should **NOT exceed the given word limit** and must be sent in MS Word (Doc/Docx) format (Use the abstract format provided)
- When sending the abstract please copy to all co-authors of the paper.
- Formatting guidelines

Formatting Criteria	Guidelines
Page Size	B5
Margins	Top and, bottom 0.75”, right - 1” Left - 1.25”
Font	Cambria 11 (Headings -11; Body 11; Tables & figures 10)
Line Spacing	Single lines spacing, justified

- Please indicate the capacities of the first author and co-author/s of the paper in the given table.

	Undergraduate	MBA/ MSc Student	MBA/ MSc holder	Ph.D. candidate	Ph.D. holder	Post-doc (reading)	Post-doc holder
First Author/s							
Co-author 1							
Co-author 2							

- Author/s name/s and designation/s

Eg:

Perera, L.K.^{1*}, Seneviratne, W.K.², & Baskaran, G.W.³

^{1,2}*Department of Marketing Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka, perera@gmail.com*

³*Department of Marketing Management, Faculty of Management Studies, Jaffna University of Sri Lanka, Jaffna, Sri Lanka*