

## **Guide Lines for Authors/Contributors:**

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6. Manuscript should be sent along with the authorization letter in favor of the Chief Editor, stating that it may be published after necessary editing.
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8. References should appear as :
  - a) Books--- Surname, Initials (year), *Title of Book*, Publisher, Place of publication.  
e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.
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e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
  - c) Website---- URL (Complete address of web page no. /content with date of access)
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