

Submission Guidelines for Authors

Abstract and Keywords:

An abstract of 150-200 words should accompany papers, as well as up to five or six keywords.

Footnotes:

Notes should be kept to a minimum and numbered consecutively throughout the article. Notes should be included as footnotes and not as endnotes.

References in the Text:

References in the text are a vital part of academic writing as they ensure proper acknowledgment of sources, strengthen arguments, and maintain academic integrity. All works cited in the manuscript must be referenced accurately and consistently within the text. The journal follows the **APA (American Psychological Association) style of referencing**, which requires in-text citations to include the author's surname and the year of publication, e.g., (Khan, 2023). For direct quotations, page numbers should also be provided.

When a work has two authors, both names should be cited every time the reference occurs (Ali & Ahmed, 2022). For three or more authors, the surname of the first author followed by *et al.* is used (Raza et al., 2021). Multiple citations should be arranged chronologically and separated by semicolons (Hassan, 2018; Malik, 2020; Zafar, 2023).

Proper referencing not only helps avoid plagiarism but also guides readers to the original sources for further study. Authors are encouraged to cross-check their references for accuracy and consistency before submission.

Reference List:

The **Reference List** appears at the end of the manuscript and includes all works cited in the text. According to **APA 7th edition**, the list must follow these rules:

1. General Formatting

- Begin on a new page with the heading **References** (bold, centered).
- Double-space all references.
- Use a hanging indent (first line flush left, subsequent lines indented 0.5 inch).
- Arrange entries alphabetically by the surname of the first author.

2. Basic Formats

- **Journal Article:**
Author, A. A., & Author, B. B. (Year). Title of the article. *Title of the Journal*, 34(2), 123–135. <https://doi.org/xxxx>

Figures:

Figures are used to visually present data, concepts, or illustrations clearly and professionally. According to **APA 7th edition**, authors must follow these standards:

1. Numbering and Titles

- Each figure is numbered in the order it appears in the text (e.g., *Figure 1*, *Figure 2*).
- The **figure number** is written in bold above the figure.
- Below the number, provide a **title in italics and title case** (e.g., *Figure 1 Trends in Customer Satisfaction Scores*).

2. Placement

- Figures may be embedded in the text after they are first mentioned or placed together at the end of the manuscript before the reference list (follow journal instructions).

- Each figure must be cited in the text (e.g., *see Figure 2*).

3. Format

- Use clear, high-quality images, graphs, or charts.
- Labels, legends, and axes must be readable and consistent in font style.
- Keep figures simple and free from unnecessary decoration.

4. Notes Below Figures

- If explanation is required, add a **Note** below the figure, flush left, in italics.
- Example:

Note. Data adapted from “Customer Experience Survey Report,” by IMS Research, 2024.

Publication Proofs:

Upon acceptance, a PDF of the article proofs will be sent to the author by e-mail to check carefully for factual and typographic errors. Authors are responsible for checking these proofs and are strongly urged to make use of the Comment & Markup toolbar to note their corrections directly on the proofs. At this stage in the production process, only minor corrections are allowed. Alterations to the original manuscript at this stage will result in considerable delay in publication and, therefore, are not accepted unless charged to the author. Proofs should be returned to the Editor.