Gujarat Technological University
Jointly with Parul Group of Management Institutes
Second International Conference on " Meeting the Challenges of a Globalised Market: Perspectives of Corporates, Financial Institutions, Governments, Educational Institutions and Civil Societies" on 23rd, 24th & 25th Janaury 2013 at GTU Campus, Chandkheda, Ahmedabd

Guidelines to Authors

Submission of Abstract	:	December 05 ,2012
Notification of Acceptance / Rejection of final papers	:	Communication will be sent to authors within 5 working days from date of receipt . Final list is notified on the web site at www.gtu.ac.in /interconfmgmt2.parul / papersaccepted and ww.parul.ac.in / interconfmgmt1 / papersaccepted on December 21 ,2012.
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Line Space	:	1.5 line space in between lines
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References: References should be cited in the style prescribed in the Publication Manual of the HBS: http://www.library.hbs.edu/guides/citationguide.pdf. Please indicate the position of the reference in the text within brackets by the author's last name and the year of publication; e.g.: '(Drucker , 1975) ' or incorporate it into a sentence, e.g.: 'as pointed out by Austin (1985)'.

Books (Printed)

One author :

Footnote

David A. Garvin, Operations Strategy: Text and Cases (Englewood Cliffs, NJ: Prentice-Hall, 1992), p. 73.

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Garvin, David A. Operations Strategy: Text and Cases. Englewood Cliffs, NJ: Prentice-Hall, 1992.

Two authors :

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11 John P. Kotter and James L. Heskett, Corporate Culture and Performance, (New York: Free Press, 1992), p. 101.

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Kotter, John P., and James L. Heskett. Corporate Culture and Performance. New York: Free Press, 1992.

Three authors :

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John W. Pratt, Howard Raiffa, and R.O. Schlaifer, Introduction to Statistical Decision Theory (Cambridge: MIT Press, 1995), p. 45.

Multiple editors :

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Kim B. Clark et al., "Project Leadership and Organization," in The Perpetual Enterprise Machine: High Performance Product Development in the 1990s, eds. H. Kent Bowen et al. (New York: Oxford University Press, 1994).

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Corporate (company or association) author :

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Gregory J. E. Rawlins, Moths to the Flame (Cambridge: MIT Press, 1996), http://www-mitpress.mit.edu/e-books/Moths/, accessed August 1997.

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Thomas Smith, "New Debate over Business Records," The New York Times, December 31, 1978, sec. 3, p. 5.

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Paul A. Gompers, "The Rise of Venture Capital," Business and Economic History 23, (Winter 1994): 12.

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Gompers, Paul A. "The Rise of Venture Capital." Business and Economic History 23 (Winter 1994): 1-24.

Signed articles (Magazines)

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59 Steven Levy, "The Connected Company," Newsweek, April 28, 2003, pp. 48-52.

Bibliography

Note : Reflections submitted by Corporate Professionals are not required to give any references .