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We accept the submission of high-quality papers describing original and unpublished results of conceptual, constructive, experimental and theoretical work or research in all of the topic areas (Commerce/Management/Economics/IT). Submission of a manuscript implies that it is not under consideration for publication elsewhere.

Full Paper Reviewing Process

- All manuscripts will be subjected to double blind peer-review and are expected to meet the scientific criteria of novelty and academic excellence.
- The submitting author is responsible for ensuring that the article's publication has been approved by all other co-authors and takes responsibility for the paper during submission and peer review.
- The publisher will not be held legally responsible should there be any claims for compensation.

Language

- The text should be in English is accepted.
- Authors who feel their English language manuscript may require editing to eliminate possible grammatical or spelling errors and to conform to correct scientific English may wish to use relevant editing apps or service.

Paper Structure

- **Abstract (250 words with Seven Keywords)**
- **Introduction about topic**
- **Purpose/Objectives**
- **Methodology/Approach**
- **Short Analysis**
- **Findings/Results**
- **Conclusion/Implications/Recommendations**
- **Acknowledgements** (when appropriate)
- **References**

Presentation & Publication

- Full paper is requested.

File format

- MS Word-compatible file

Academic Ethics

Articles submitted to the conference should report original and previously unpublished findings. Following the ethical conduct is very critical in the academic world. Hence, any act of plagiarism cannot be tolerated. If an author is found to commit an act of plagiarism, the submission will be automatically dismissed.

Formatting & Paper Length Limit

Follow the instructions mentioned below:

Paper length	Full paper: within 12 pages, including references, tables/ charts and keywords
Abstract length	200-250 words
Key words	5-7 words
Font	12-point Times New Roman
Paragraph	Single-spaced
Margin	Normal (Top :2.54 cm , Bottom: 2.54 cm; Left : 3.18cm , Right: 3.18cm)
Page numbers	Bottom-centered
Layout	One-column Portrait
Format	MS Word-compatible file

SUBMISSION METHOD

Please send your paper via Online Submission Form (or) mail to

primaxijcmr2012@gmail.com

(Or) Online Submission

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Evaluation Process

- All papers will be subjected to double blind peer-reviews. Relevancy, structure, research method, ethical conducts, language standard, innovativeness, references, hypothesis, result presentation, proficiency, format, amongst many other factors are considered for the evaluation process.

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All the Best

Coordinator

Dr.K.V.Ramanathan