

## Guidelines for Authors

### Manuscript

*Vikalpa: The Journal for Decision Makers* is a peer-reviewed journal. *Vikalpa* welcomes original papers from both academicians and practitioners on management, business, and organizational issues. Papers, based on theoretical or empirical research or experience, should illustrate the practical applicability and/or policy implications of work described.

The author/s should send a soft copy of the manuscript in MS Word to *Vikalpa* Office at vikalpa@iimahd.ernet.in

The manuscript should accompany the following : (1) An **abstract** of 80-100 words; (2) An **executive summary** of about 400 words along with five **key words**, and (3) A brief **biographical** sketch (60-80 words) of the author/s describing current designation and affiliation, specialization, number of books and articles published in refereed journals, and membership on editorial boards and companies, etc.

*Vikalpa* has the following features:

- **Perspectives** presents emerging issues and ideas that call for action or rethinking by managers, administrators, and policy makers in organizations. Recommended length of the article: 12,000 words.
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- **Management Case** describes a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels. (Cases should be accompanied by a teaching note.)
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All **tables**, **charts**, and **graphs** should be black and not in colour. Wherever necessary, the source should be indicated at the bottom. Number and complexity of exhibits should be as low as possible. All figures should be indicated in million and billion. **Endnotes**, **italics**, and **quotation marks** should be kept to the minimum.

**References** should be complete in all respects and arranged in alphabetical order.

- (a) In the text, the references should appear as follows: Dayal (2002) has shown... or Recent studies (Ramnarayan, 2002; Murthy, 2001) indicate...
- (b) Journal references should be listed as follows: Khandwalla, P N (2001). "Creative Restructuring," *Vikalpa*, 26(4), 3-18.
- (c) Books should be referred to as follows: Sugandhi, R K (2002). *Business to Business Marketing*, New Delhi: New Age International.

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