

## A.) STYLE GUIDE FOR AUTHORS

This style guide describes how to prepare contributions for submission. Manuscripts must be submitted online at <http://mc.manuscriptcentral.com/vik>. For manuscript submission related questions, please contact [dianaj@iima.ac.in](mailto:dianaj@iima.ac.in).

### MANUSCRIPT CLASSIFICATION AND LENGTH

Authors must categorize the manuscript at the time of submission as per the Vikalpa features mentioned below :

Research articles: Research articles published in Vikalpa are expected to have substantial original contribution to the body of knowledge in management or allied disciplines. The research could be theoretical or empirical. The journal is open to publishing articles with qualitative or quantitative methodology. The recommended length of the article is up to 6,000 words. You may go through published research articles in Vikalpa for a better understanding.

Perspectives: Perspectives articles present a synthesis of the knowledge in a specific sub-field of management offering valuable lessons to management practitioners and policy makers. Typically the Perspectives call for action or rethinking by managers and policy makers in organizations. The Perspective article need not necessarily be backed by original field research. The recommended length of the article is up to 6,000 words. You may go through recently published Perspective articles in Vikalpa for a better understanding.

Management Case: The case feature of Vikalpa encourages authors to publish real-life managerial decision contexts in the form of instructional cases for the benefit of the academia. The decision context could be centered around an organization or an individual. The case should present ample data to facilitate a rich analysis of the situation. Vikalpa publishes cases related to the various managerial sub-disciplines such as business strategy, marketing, finance, organizational behavior and human resources management etc. Each case should be accompanied by a detailed teaching note, which presents an in-depth analysis of the situation and data presented in the case by the author. The author must obtain explicit written permission from the organization involved in the case to be eligible for publication of the case. The recommended length of the case is about 3,000 words, excluding the teaching note. You may go through recently published cases in Vikalpa for a better understanding.

Colloquium: Colloquium presents an intense debate among various stakeholders on a contemporary management issue where each of the stakeholders presents their view on the issue. The Colloquium is expected to educate the audience of the journal on the various facets of issue. Typically the Colloquium engages the academia, practitioners, policy makers and civil society to elicit their perspective about a certain issue. If you are interested to coordinate a Colloquium please contact [dianaj@iima.ac.in](mailto:dianaj@iima.ac.in) with a short proposal and a brief profile of the coordinators.

Book review: Vikalpa encourages the publication of short review of recently released titles in management and allied disciplines. The recommended length of the case is about 2,000 words. You may go through recently published published book-reviews in Vikalpa for a better understanding.

#### LANGUAGE

The manuscript should follow British English. For authors who believe their manuscripts would benefit from professional editing, Vikalpa recommends using the services of a professional language editing service before submitting the manuscript.

#### FORMAT

The manuscript should be submitted in the MS Word format. Please use Times New Roman fonts at 12 pt with 1.15 line spacing.

#### TITLE PAGE

The title page should include a concise title of the manuscript along with the name of the author(s). The name of the corresponding author should be clearly stated. It should also include a brief biographical sketch (100 words) of the author (s) along with the email address. The title page to be uploaded as a separate file on ScholarOne. Please do not use capital letters for the title of the manuscript. Authors who wish to include acknowledgments should include it in the title page.

#### ABSTRACT and KEYWORDS

Authors should submit an abstract of about 100 words in the ScholarOne. The abstract should not contain any undefined abbreviations. Authors should provide appropriate and short keywords (3-5) that summarize the principal topics of the paper.

#### TEXT OF THE ARTICLE

##### *Headings and Sections*

The headings must be concise, with a clear indication of the distinction between the hierarchy of headings. Please do not use numbers for headings. Up to three levels of headings can be used. Use bold text for all three levels. Present the first level headings in capital letters, the second level headings in bold format in small letters and subsequent sub-heading in bold italics. Do not skip steps, for instance, no second-level headings to be used before a first-level heading.

#### Example

**RESEARCH METHODOLOGY (1ST level)**  
**Data set (2nd level)**  
**Variables Used in This Study (2nd level)**  
***Independent Variable (3rd level)***  
***Control Variables (3rd level)***

#### *Text Formatting*

All abbreviations should be defined at the first mention and should be used consistently thereafter.

The use of quotation marks for emphasis is NOT accepted. Italics should be used for emphasis and that too sparingly. Double quotation marks (“ . . .”) should be used for all direct quotations, unless it is a long (more than 40 words) passage. Long quotations should be presented as free-standing block of text. Single quotation marks (‘ . . .’) should only be used for quotations within quotations.

#### *Endnotes*

Vikalpa does not use footnotes. Notes or Endnotes should be used only when it is absolutely necessary. They should not be used to cite references.

#### TABLES and FIGURES

All tables and figures should be included as a separate file to be uploaded on ScholarOne. The position of the tables and figures should be clearly marked in the manuscript. They should be numbered (using Arabic numerals – Table 1, Figure 1, etc.). Each table and figure should have a title and a caption at the top. Please make sure any superscripts or asterisks have corresponding explanations displayed as a note below the table and figure. Please DO NOT copy and paste tables from statistical software. Such submissions may be rejected without further review by the Editor. Tables should be constructed with the table facility of Microsoft Word and should not be embedded images or objects. The number of tables should be kept to a necessary minimum, and tables should not be excessively large. Figures include graphs, charts, maps, drawings, and photographs, should be pasted in a word doc. Any figures that are created using drawing objects and not converted to PNG/JPEG should be properly grouped. Each table or figure needs an introductory sentence in the text.

#### ANNEXURES

Present long but essential methodological details (ex. survey questionnaire, demographic profile, methodology models, etc.) in an annexure or annexures. Be concise. Label annexures as Annexure 1, Annexure 2 and so forth. A title should follow.

#### REFERENCES

In-text citations and reference lists should follow the style in the Publication Manual of the American Psychological Association, Sixth Edition (APA manual – link - [www.apastyle.org](http://www.apastyle.org)). Please ensure that every reference cited in the text is also present in the reference list (and vice versa). Please do not number references.

#### *B.) FROM THE EDITORS’ DESK*

A manuscript submitted to Vikalpa goes through the first round of editorial review by the Editorial team. At this stage, a manuscript may be desk rejected for various reasons like fit with the scope of the journal, rigor of the research methodology, degree of original contribution to literature, etc. The first round of review may take 4-6 weeks. If accepted at the first round of review, the next step would be a double-blind peer review. The reviewers may recommend accepting the article in the original form, recommend

revision of the article or reject the paper (This process takes about 8-10 weeks). Normally a revised article would be send back to the reviewers for another round of review. If the reviewers are satisfied with the revised manuscript, the paper would be accepted for publication. It may still undergo further editorial corrections by the Vikalpa team before its final publication. This entire process from submission to final publication may take anywhere between 12 - 36 weeks.

Manuscripts prepared as per the following the guidelines will improve the chance of publication in Vikalpa.

#### *Abstract*

The abstract should be carefully worded, precise and convey the essence of your research. It should describe the main objective(s) of the study, explain how the study was done, without methodological detail and summarize the most important results, their significance and implications.

#### *Literature Review*

A literature review is not an annotated bibliography or a listed summary of each article that has been reviewed. While a summary of what has been read is contained within the literature review, it goes well beyond merely summarizing the literature. It includes a critical analysis of the relationship among different research paper and strongly relates it the research presented in the paper.

#### *Lack of Theory/ No Theory*

Vikalpa would prefer papers which are deeply grounded in theory. In both qualitative and quantitative research, theory is a key element for publication in Vikalpa.

#### *Methods and Method Description*

The manuscript should clearly and transparently specify the methodology adopted to conduct a research study. In case of survey-based methods, the authors must mention the sampling methodology including the size, nature of sampling, etc. Application of statistics in the methodology and results sections of a manuscript creates an extra edge over the other submissions. However use of complicated or new statistical tools to analyze data without demonstrating something new or adding to the existing literature does not increase the probability of acceptance of the manuscript.

#### *Discussion/Interpretation/Conclusion*

The author should critically interpret the data and provide meaningful insights about how the study adds to or modifies the original theory and adds to the existing literature.

#### *Responding to peer-review comments*

For manuscripts, that receive a revision (minor or major), a well-crafted 'response to reviewers' document is a critical part of the authors response. The author should respond to all the points raised in the review in detail, engaging with the reviewer to demonstrate that they understand the comment and how it has been incorporated.