GUIDELINES

We are now seeking article submissions to *Forman Management Review* magazine for its inaugural issue. Please send us your article's abstract (maximum 200 words) by 15th October 2014. Your final article must reach us before 30th October, 2014.

Submission Requirements

1. Articles may have a title of their own but the theme should be related to any one of the following (examples are provided for your convenience to comprehend what sort of topics we are looking for):

   - Leadership
     - Leading Through Conflict
     - Women Negotiating in the New Millennium
     - Do MBAs need more street smart?

   - Human Resource
     - Navigating The Stifling Sands of Recruitment
     - Virtual Workplace – End of Traditional Office?
     - Engaging Generation Y at Workplace

   - Operations and Management
     - Maintaining Integrity of a Supply Chain
     - Supply Chain – A Contingency & Configuration Approach

   - Finance and Accounting
     - Breaking Through a Growth Stall

   - Strategy
     - What Makes a Good Leader?
     - A Better Approach to Making Decisions

   - Marketing &/or Marketing Communications
     - Media Metamorphosis
     - Technology Renaissance in Advertising

   - Entrepreneurship
     - Social Entrepreneurship
     - Planning & Survival of a New Venture Amid Political & Civil Crisis

   - We are also looking for articles that revolve around the world of **Technology, Current Affairs, Latest Breakthrough Innovations** etc.

2. Articles should be original and references used should be mentioned. We would strongly urge you to use the 'References/Insert Citation' option in Microsoft Word to indicate references.

3. Any work that has been previously published (magazine, blog or some other medium) in its current or substantially similar form will not be published.

4. Articles should not exceed **800 words**. The article can include **short write-up** (maximum 200 characters) about the author.

5. Articles can be co-authored by a maximum of 2 people.

6. We promise to read your article, but we may respectfully decline it and not publish it, or keep it and publish it in a future issue. We also reserve the right to edit, shorten, or revise your article. We will contact authors about this ahead of time and get their comments, corrections etc.

7. Once your article appears in *Forman Management Review*, it may also appear on our Facebook page. However, if you would like to use it elsewhere, you can, and we would appreciate you using an attribution line saying, "This article first appeared in Forman Management Review, (date). If you require any further information about Forman Management Review, please contact us at editorfmr@gmail.com or check out the facebook page: http://www.facebook.com/FormanManagementReview"

8. Text files should be free of excessive formatting such as borders, shading, indenting and highlighting. Font should be Times New Roman in size 12.

9. In sending submissions to *Forman Management Review* for possible publication, the submitter certifies that his/her work is original and that he/she is the author, that it has not been previously published, and that it is not under consideration for publication elsewhere.

10. If we publish your article, we want to accompany it with compelling images that illustrate your subject. You know your subject best, so we are requesting you to provide images along with your articles. If you would like to submit an article but cannot supply photos, that's fine; however, please give us plenty of advance notice so that if we use your article we can find relevant illustrations/images to accompany the article.

Please check out our Photo Guidelines below. We also appreciate an author photo to accompany your short (200 characters max, not counting spaces) author bio. Thanks for your contributions!

Photo Guidelines

1. **Format:** JPEG preferred; other formats, however, are also acceptable. Files should be sent as email attachments, **NOT** embedded in a text document or email.

2. **Size:** Only high-pixel-count-files are acceptable. (Make sure your email program doesn't downsize the files.) Small photos of 100 KB are not acceptable; sizes between 1.5 MB to 5 MB are preferred.

3. **Credits:** All submitted photos must be original and should include the name of the

photographer. Low-definition images copied off the Internet are not acceptable. We strongly advise you use high-definition images accompanied with the link (if you copy them off the Internet).

4. **Other:** Photos should be big, bright and sharp, with no watermarks or timestamps. Low quality, shabby or out-of-focus photos are unacceptable.

5. **Captions:** Please provide captions for images or include placement call-outs in the article text.

Brand Campaign, Television Commercials & Print-Ad Analysis

1. **Brand Strategies:** Pick any brand of your choice and a marketing campaign pertaining to that same brand, and analyze it. Lend the analysis your own voice. Think out of the box while deconstructing it.

2. **Television Commercials Analysis:** Pick a TVC and tell us what you think in terms of its strategy, creativity & effectiveness. We will require a description of the TVC you choose, product details along with an image.

3. **Print-Ads Analysis:** Pick any print-ad and provide a short analysis. Please do attach an image along with your analysis. **Do not** embed it in the document.

4. The analysis should not be more than **150 words.**

5. High resolution images are required for better and sharp reproduction in our publication. Low-pixel images are strongly prohibited.