# **Journal of Business & Economics**

ISSN: 2075-6909 (Published Bi-annually)

## **Subscription Rates**

<u> Pakistan (Pak Rs.)</u>			
Annual	Per Copy		
Rs. 500	Rs. 300		
Rs. 250	Rs. 150		
Asian & African Region (U.S. \$)			
Annual	Per Copy		
U.S. \$32	U.S. \$20		
U.S. \$16	U.S. \$10		
Rest of the World (U.S. \$)			
Annual	Per Copy		
	Annual Rs. 500 Rs. 250  African Region (U.S. \$)  Annual U.S. \$32 U.S. \$16  of the World (U.S. \$)		

Institutions

Students/Individuals

#### To become a regular subscriber, please fill the following:

U.S. \$160

U.S. \$ 80

U.S. \$100

U.S. \$ 50

Enclosed herewith a Demand Draft/Pay Order/Crossed Cheque payable to Air University, PAF Complex, Sector E-9, Islamabad, Pakistan, the sum of Pak Rs. /U.S. \$ for annual/per copy (circle one).

City:	State:	Postal Code:
Country:		
Phone/Mobile:	Fa	ax:
Email:		

# **Return this form to:**

Editor, Journal of Business & Economics Faculty of Administrative Sciences Air University, Sector E-9, Islamabad, Pakistan. Phone: +92-51-9262557-9 Fax: +92-51-9260158 Email: jbe@mail.au.edu.pk Web: www.au.edu.pk/jbe

### **Editorial Policy and Guidelines for Authors**

JBE provides an opportunity to share and disseminate quality literature related to business and economics. It establishes a prime importance to academic orientation guided by scholarly rigor and practical relevance. The journal aims at publishing empirical research, theoretical papers along with literature reviews in accordance with academic perspective. In this light, JBE intends to become a valuable resource for scholars, students, practitioners, policy-makers, and managers.

All queries regarding submission of articles, comments and book reviews should be addressed to Dr. Suman Attiq, Managing Editor Journal of Business & Economics, Faculty of Administrative Sciences, Air University, PAF Complex, Sector E-9, Islamabad, Pakistan (Phone: +92-51-9262557-9 Ext 386, Fax: +92-51-9260158, E-mail: jbe@mail.au.edu.pk)

Submission of research papers must be sent through AU website (www.au.edu.pk/jbe). Documents submitted should be in accordance with the following guidelines:

The document must be in Word format; other formats including pdf or any other type shall not be accepted. The format of the paper should be as follows:

- Title Page
- Title of the Study (center aligned, font size 16)
- Full names of Author(s), (center-aligned, font Size 11)
- Name of Institution, designation and footnotes etc., (Left-aligned, font Size 9)
- Abstract (not more than 200 words)
- Keywords
- Introduction
- Review of Literature
- Theoretical Model/Framework and Methodology
- Data Analysis (if applicable)
- Results, Implications and Conclusion
- References

Headings and subheadings should be differentiated by numbering in the following sequence: 1, 1.1, 1.1.1 etc. Subheadings should be in italics. The body of the paper must be typed in Times New Roman with 11 font size, line space 1.2, and should have margins of 1.33 inches on the top, 0.87 inches on the bottom, 0.75 inches on the left and right sides. The length of the paper should not be more than 30 pages, including figures, tables, exhibits, bibliography and annexure. Figures and table must have a title at the top and a caption mentioning data source and abbreviations. Footnotes should follow continuous numberings. Text including citation must be according to the APA format.

If the paper is accepted, it will be subject to proof reading and necessary formatting. Book reviews must contain the following details: name of the author, title and subtitle, place of publication and the name of the publisher, date of publication, number of pages and price etc. Book reviews must be concise and may not be more than 3 pages. Authors contributing to the journal will be sent a complimentary copy of the published issue.

Ethical Policy of JBE is to publish original research work, thus plagiarism of any sort is unacceptable. Use of other's work must be cited and acknowledged. Papers already published in other journals will not be accepted for JBE.

# Air University, Islamabad

Air University, a federally chartered public sector university, was established in 2002. It is located at the footsteps of Margalla Hills in the capital city of Islamabad. It offers invaluable opportunities for academic and personal growth. Its inspiring and secure environment draws students from all parts of the country having diverse socio-economic and cultural backgrounds.

The mission of Air University is to achieve excellence in teaching, research and produce graduates with sound professional knowledge, integrity of character, a keen sense of social responsibility, and a passion for life-long learning. The university shall stand committed to creating an environment conducive for attracting the best students, faculty and supporting staff for contributing to development of a prosperous, peaceful and enlightened society. Air University provides under-graduate and graduate programs in a range of subjects including Management Sciences, Engineering, Computer Science and English Literature. It takes pride in its infrastructure including research laboratories and a well-maintained library that facilitates online access to international research journals.

The Faculty of Administrative Sciences at Air University stands for meeting the ever-growing academic challenges in the domains of business and economics. It is continuously engaged in the process of curriculum development accredited by subject specialists and professionals. All academic programs are intended to facilitate students with modern and most updated knowledge to hone their skills and behavior. The Faculty of Administrative Sciences also adopts an outward focus by collaborating with industry and other institutions of higher education and practitioners to strengthen its academic programs. As such, the effort is providing a strong foundation to the students for confident application of their invaluable knowledge in the professional world.

For further information please contact: Phone: +92-51-9262557-9, Ext: 386

Fax: +92-51-9260158 Email: jbe@mail.au.edu.pk Web: www.au.edu.pk/jbe

Address: Air University, PAF Complex, Sector E -9, Islamabad.