



COMMERCE AND MANAGEMENT ASSOCIATION OF INDIA

Nurturing Leadership Excellence

Publishing Details for Authors

Chapter Length: 7-8 Pages

Writing Guidelines:

1. **Clarity and Coherence:** Ensure your writing is clear, concise, and logically structured.
2. **Engagement:** Use engaging language to keep the readers interested.
3. **Research:** Base your content on current research, real-life examples, and case studies where applicable.
4. **Practical Insights:** Provide practical insights and actionable advice.
5. **Referencing:** Properly reference all sources and adhere to the citation style specified.
6. **Consistency:** Maintain a consistent tone and style throughout the chapter.

Additional Details:

- Ensure all content is original and free from plagiarism.
- Collaborate with other authors if your chapters have overlapping themes to maintain consistency.
- **Deadline for Submission:**
- **Formatting Guidelines:** [Refer Appendix A]
- **Submission Portal:**
<https://cmaoi.org/submitchapter>
- **Contact Information:** For any queries, please contact
[Dr Aamir Junaid Ahmad, +-91-9939802016]

We look forward to your valuable contribution to making this book a comprehensive guide for aspiring and current entrepreneurs.

Appendix A

Formatting Guidelines

General Guidelines

1. **Language:** All contributions should be in English.
2. **File Format:** Submit manuscripts in Microsoft Word (.doc or .docx) format.
3. **Font and Spacing:**
 - Font: Times New Roman, 12-point
 - Line spacing: 1.5
 - Margins: 1 inch on all sides
4. **Title Page:** Include the title of the chapter, the author's name(s), affiliation(s), and contact information.

Structure

1. **Title:** Clear and concise, reflective of the chapter content.
2. **Abstract:** A brief summary (150-200 words) of the chapter.
3. **Keywords:** 4-6 keywords relevant to the chapter content.
4. **Introduction:** Introduce the topic, objectives, and importance of the chapter.
5. **Main Body:** Organized into sections and subsections with appropriate headings.
6. **Conclusion:** Summarize the key points and suggest future research directions.
7. **References:** Follow the APA (7th edition) referencing style.
8. **Appendices:** Include only if necessary.

Citations and References

1. **In-text Citations:** Use author-date format (e.g., Smith, 2020).
2. **Reference List:**
 - Books: Author, A. A. (Year). Title of work: Capital letter also for