

Superior University, Lahore  
Faculty of Business and Management Sciences

### Abstract Submission Guidelines

- Abstracts (typed, single-spaced & maximum 500 words) should be submitted for review and selection.
- The abstracts should summarize the key points of the paper and with a maximum of 6 keywords that define the subject matter.
- The paper is accepted and reviewed based on the quality of the abstract. Thus, ensure a complete abstract is submitted.
- Authors should write their name and indicate their affiliation (e.g. university name, country, contact number) only below the title of the paper.
- All the abstracts will be reviewed by Scientific Committee of the conference and authors of accepted abstracts will be invited for a full paper submission.

### Full Paper Submission Guidelines

- Manuscripts submitted to ICMR 2024 should be original contribution and should not have been previously published nor under consideration for publication elsewhere. Individual and multiple authors are welcome to contribute.
- Manuscripts must be written in English.
- The abstract should summarize the key points of the paper without exceeding 500 words and with a maximum of 6 keywords that define the subject matter.
- Manuscripts should normally not exceed 5,000 words.
- All manuscripts should be typed in MS WORD format, single-spaced with one-inch margins and using 10-point Calibri font (including tables and figures).
- Manuscripts should include the following major sections & sequence: title, affiliation of the authors (e.g. university name, country, contact number), abstract (not more than 500 words), keywords (3-6 words only), main body (Introduction, Literature Review, Methodology, Findings, Conclusion) and references (between 3,500 – 5,000 words).
- The main body or text should be divided into headings and subheadings. All main headings should be numbered and be placed at the left margin. All subheadings should also be numbered and be placed at the left margin.
- Tables and figures (300dpi) should be clearly label, in the format and style described in APA (6th edition) and appropriate for direct reproduction.
- All citations and references should follow the format and style described in the Publication Manual of the American Psychological Association (APA, 6th edition).

**Note: Abstract/ paper submission through email: [icmr@superior.edu.pk](mailto:icmr@superior.edu.pk)**