

**INSTRUCTIONS TO AUTHORS**  
**(Research Section)**

1. Papers must be in English.
2. Papers for publication should be sent in triplicate or by e-mail to:

Managing Editor, Pakistan Business Review  
**Institute of Business Management**  
Korangi Creek, Karachi- 75190, Pakistan  
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Submission of a paper will be held to imply that it contains original unpublished work and is not being submitted for publication elsewhere. The Editors do not accept responsibility for damages or loss of papers submitted.

3. PBR is a multi-disciplinary journal covering all subject areas of relevance to business in Pakistan. Research in the areas of Finance, Human Resources, Management, Informatics, Marketing, Psychology, Economics and issues related to governance is specially encouraged.
4. Manuscripts should be typewritten on one side of the page only, double spaced with wide margins. All pages should be numbered consecutively, titles and subtitles should be short. References, tables and legends for figures should be typed on separate pages. The legends and titles on tables and figures must be sufficiently descriptive such that they are understandable without reference to the text. The dimension of figure axes and the body of tables must be clearly labelled in English.
5. The first page of the manuscript should contain the following information; (i) the title; (ii) the name(s) and institutional affiliation(s); (iii) an abstract of not more than 100 words. A footnote on the same sheet should give the name and present address of the author to whom reprints will be sent.
6. Acknowledgements and information on grants received can be given before the references or in a first footnote, which should not be included in the consecutive numbering of footnotes.
7. Important formulae (displayed) should be numbered consecutively throughout the manuscript as (1), (2), etc., on the right hand side of the page where the derivation of formula has been abbreviated, it is of great help to referees if the full derivation can be presented on a separate sheet (not to be published).
8. Footnotes should be kept to a minimum and be numbered consecutively throughout the text with superscript arabic numerals.
9. The references should include only the most relevant papers. In the text, references to publications should appear as follows: "Khan (1978) reported that...." Or "This problem has been a subject in literature before [e.g., Khan (1978) p. 102]." The author should make sure that there is a strict "one-to-one correspondence" between the names (years) in the text and those on the list. At the end of the manuscript (after any appendices) the complete references should be listed as:  
*for monographs and books.*  
Ahmad, Jaleel, 1978, Import substitution, trade and development, Amsterdam: North-Holland, *For contributions to collective works*  
Newbery, Daved M.G., 1975,. The use of rental contract in peasant agriculture, in: Reynolds, ed., Agriculture in development theory, New Haven: Yale University Press p. 3-40.

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*For periodicals*

Baumol, W.J., 1982, Applied fairness theory and rational policy, American Economic Review, 72(4): 639-651.

Note that journal titles should not be abbreviated.

10. Illustrations should be provided in triplicate (one original drawn in black ink on white paper and or with two photocopies). Care should be taken that lettering and symbols are of a comparable size. The drawings should not be inserted in the text and should be marked on the back with figure numbers, title of paper and name of author. All graphs and diagrams should be numbered consecutively in the text in arabic numerals. Graph paper should be ruled in blue and any grid lines to be shown should be inked black. Illustrations of insufficient quality which have to be redrawn by the publisher will be charged to the author.
11. All unessential tables should be eliminated from the manuscript. Tables should be numbered consecutively in the text in arabic numerals and typed on separate sheets. Any manuscript which does not conform to the instructions may be returned for necessary revision before publication.