



The Editorial Board publishes the Journal of Marketing. Guidelines for submission of the article:

1. The paper, for obvious reason, must focus on issue(s) in the field of business in general and marketing in particular.
2. The paper should be based on original research and demonstrate the author's own analysis, thought and judgment.
3. The manuscript must be typed on one side of A4 size paper in double space, font type– Times New Roman, font size 12, and should not exceed 30 pages.
4. **Guidelines for Writing Papers:** All potential contributors must follow a particular format in writing a paper in case of writing heads and subheads; furnishing figures and tables; placing citations; and references; etc. Authors are instructed to keep the following matters in mind (if applicable):
 - a. The title page of the paper should be provided on a separate page. Introduction of the author(s) should contain name, position, department, institution/organization, country, e-mail address, and contact number(s).
 - b. An abstract of maximum of 100 words should be given in the beginning of the paper along with the keywords. Abstract should cover the purpose of conducting the study, the ways to conduct the study, and the findings of the study along with the significance of the findings and expected contributions to the concerned areas.
 - c. Introduction should have general discussions on the topic, state affairs related to the field of the study, and significance and scope of the study.
 - d. Literature reviews should state national and international past studies.
 - e. Methodology should go with the following contents:
 - i. Problem identification
 - ii. Nature of the research
 - iii. Research questions (in case of conclusive studies)
 - iv. Hypothesis development (in case of conclusive studies)
 - v. Population, sample frame, sampling technique, sample size
 - vi. Types of data used and sources of data
 - vii. Questionnaire development and data collection
 - viii. Data analysis technique and statistical tools used
 - ix. Limitations
 - f. Objectives may include general/broad objective and relevant specific objectives.
 - g. Tables should be placed at the end of the article under the head "Appendix".
 - h. Graphs and figures can be placed inside the main body of the article.
 - i. Use numbers and avoid bullets in the text.
 - j. Conclusion should cover conclusive statement and further scope of the research.

5. Bibliographical references should also be given in a defined structure. The bibliographical citation should indicate: author's last name, first and middle name initial, year of publication, "title of the paper", name of the journal (in italics), volume number, month and page number(s) (for one page, say page number 17, it will be p.17 and for more than one page, say pages 17 to 19, it will be pp.17-19). The bibliography will be as follows:

a. For a paper:

Malhotra, N. K. (1981). "A Scale to Measure Self Concepts, Person Concepts, and Product Concepts," *Journal of Marketing Research*, Vol. 18 No. 1.

Robert, K. S. and David, N. P. (2000). "Having Trouble with your Strategy? Then Map it", *Harvard Business Review*, Vol. 78 No.5, p.167.

Jackson, W. D., Keith, E. J. and Burdick, K. R. (1986). "Examining the Relative Importance of Physical Distribution Service Elements", *Journal of Business Logistics*, Vol. 7 No. 2, pp. 14-32.

b. For a text book:

Malhotra, K. N. (2007). "*Marketing Research— An Applied Orientation*", 5th edition, Prentice-Hall Inc., NJ.

Kotler, P. and Keller, K. L. (2009). "*Marketing Management*", 13th edition, Prentice Hall, NJ.

Saunders, M., Lewis, P. and Thornhill, A. (2003). "*Research Methods for Business Students*", 3rd edition, Harlow, Pearson Education.

c. For internet/newspaper materials:

OIC (2009), Retrieved on August 01, 2009 from <http://www.oic-oci.org/>

The Daily Star (2013). "BTRC won't Allow WiMax Firms to Give Voice Services", November 14, 2013, p.7.

d. In either case, the references in the text would appear as: (Malhotra, 1981) and (Robert and David, 2000). However, in case of three or more authors, the reference in the text would appear as (Jackson et al., 1986). If more than one reference is used against a statement then the references in the text would appear as: (Malhotra, 2007; Kotler, 2009; Saunders, 2003). In case of internet and newspaper consider (OIC, 2009) and (The Daily Star, 2013).

6. Two copies of the paper should be submitted to:

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7. The language (English) must be up to the standard and error free. Even if all the above mentioned requirements are fulfilled, errors such as typing or grammatical, lapse of number of page, figure or table, etc. may lead to disqualification for publication of a paper. (If the author is not sure to become free of such errors, it is advised to get the paper corrected by an expert before it is sent.)

8. It might be useful to the author(s) to look at the criteria (as enclosed) on the basis of which the papers are evaluated (reviewed).

9. No honorarium is available for the author(s).