



AUTHOR GUIDELINES

Indian Institute of Management Lucknow

**5TH PANIIM WORLD MANAGEMENT CONFERENCE
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THE MAKING OF DIGITAL INDIA- MANAGEMENT PERSPECTIVES

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GUIDELINES FOR EXTENDED ABSTRACT SUBMISSION

Length	Minimum of 1,500 words; Max. of 2,500 words (excluding key references)
Margins	2.5 cm. or 1 inch throughout (left, right, top, and bottom)
Orientation	Portrait
Font	Times New Roman, 12 point
Line spacing	1.5 lines (for the main text of extended abstract) & Single (for key references)
Title	Title of paper, name(s) of author(s), affiliation(s), contact details
Key words	Not required
References	Limit to a maximum of 12

Note: The extended abstract not adhering to the above given guidelines will be returned to the author(s). For a sample extended abstract, you may please refer to the template given in page 2-3 of this document. For any further clarification on the format of the extended abstract, please write to wmc2017@iiml.ac.in

EXTENDED ABSTRACT TEMPLATE (SAMPLE)

Antecedents and Consequences of: An Exploratory Study

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Extended abstract (for the track.....)

Introduction:

The notion of customer relationship management (CRM) is (Sheth and Parvatiyar, 1995).
.....

Research Gap and Research Problem:

Over the past decade and a half, companies across the globe have increasingly adopted CRM for managing
..... (Al-Ajlan and Zairi, 2006).

Objectives of the study:

The specific objectives that we intend to meet

Research methodology:

The research design employed for the present study is basically

Findings of the Study:

The study has

Implications of the Study:

The present study is successful to the extent of

References:

Al-Ajlan, M., and Zairi, M. (2006). Critical Success Factors in CRM Implementation: Some Research Issues, *Metamorphosis: A Journal of Management Research*, 5(1): 19-30.

Sheth, J. N., and Parvatiyar, A. (1995). Relationship marketing in consumer markets: Antecedents and consequences. *Journal of the Academy of Marketing Science*; 23(4): 255-171.

Sodano, L., Keltz, H., and Johnson, R. (2008). *The Customer Management Applications Report: 2002–2007*, Boston: AMR Research Inc.