



VISHWAKARMA
UNIVERSITY
Maximising Human Potential



International Conference on **Smart & Sustainable Business Practices** ICSSBP–2027

Reimagining Business Through Technology,
Sustainability & Responsible Leadership



**Author / Publication
Guidelines**

1. Scope and Nature of Contributions

Authors are invited to submit original, unpublished, and practice-oriented manuscripts that contribute to advancing knowledge and professional practice. Submissions may include

- Research papers
- Case studies
- Best practice articles
- Industry and practitioner perspectives
- Conceptual papers
- New approaches, frameworks, models, and techniques
- Market, consumer, organizational, or sectoral studies
- Policy, regulatory, and governance analyses
- Review articles and thought leadership pieces

All submissions should demonstrate clear implications for professional, managerial, organizational, policy, or industry practice.

2. Originality and Publication Ethics

- Manuscripts must be original and unpublished.
- Simultaneous submission to another journal, conference, or publication outlet is not permitted.
- Authors are responsible for ensuring the accuracy of all facts, data, opinions, analyses, tables, figures, and references included in the manuscript.
- Any material subject to copyright, ownership rights, or permissions must be appropriately authorized prior to submission.
- Authors must ensure that their work does not contain defamatory, discriminatory, offensive, racist, or sexist content.
- Any potential conflict of interest, financial relationship, sponsorship, or commercial association relevant to the manuscript should be disclosed.

3. Review Process

- All submissions will undergo a double-blind peer-review process.
- Authors should ensure that manuscripts submitted

for review do not contain information that may reveal their identity.

- The editorial team reserves the right to edit, abridge, or reject submissions based on reviewer recommendations and editorial requirements.

4. Manuscript Length

The recommended manuscript length is

- Research Papers / Case Studies / Practice Articles : 4000 - 8000 words
- Review Articles / Commentary Papers : 3000 - 4000 words

Longer manuscripts may be considered if their contribution justifies the additional length.

5. Writing Style and Structure - Authors should

- Use clear, concise, professional, and academically sound language.
- Write primarily in the third person and avoid excessive use of personal pronouns.
- Focus on practical relevance, actionable insights, and evidence-based conclusions.
- Support arguments with examples, case studies, industry evidence, surveys, and relevant literature.
- Avoid promotional, marketing-oriented, or sales-driven content related to any product, service, company, or organization.
- Ensure logical organization with appropriate headings and sub-headings.

6. Abstract

Each submission must include an abstract of up to 300 words. The abstract should clearly state

- Purpose of the study or article
- Problem or issue addressed
- Methodology or approach adopted
- Key findings or observations
- Conclusions
- Practical implications and contributions

The abstract should summarize the article rather than provide a general introduction to the topic.

7. Keywords

Authors must provide 5–7 keywords that accurately represent the major themes, concepts, methods, or sectors addressed in the manuscript.

8. Author Biography

Each author should provide a brief biography of up to 200 words including

- Current designation and affiliation
- Academic and professional background
- Areas of expertise
- Professional memberships (if relevant)
- Research interests and notable achievements (optional)

9. References and Citations

- All sources cited in the manuscript must appear in the reference list.
- References should be accurate, complete, and consistently formatted.
- Authors should rely on credible academic, industry, government, and professional sources.
- Wherever appropriate, literature should be complemented with contemporary industry examples, surveys, reports, and case evidence.
- Consistency in citation style must be maintained throughout the manuscript.

10. Tables, Figures, Charts, and Illustrations

Tables and Charts

- Submit tables and charts in editable formats such as Microsoft Word or Excel.
- Tables should be clearly numbered and titled.

Figures and Graphics

- Figures should be supplied in editable formats whenever possible.
- Preferred formats include Word, Excel, PowerPoint, vector graphics, or source data files.
- Photographs should be high resolution (minimum 300 dpi).
- Screenshots should be used only when no alternative representation is possible.

- Text-based graphics should be provided in editable form rather than as images.

Accessibility Requirements - Authors should ensure that

- Information is not conveyed through colour alone.
- Figures include appropriate labels, legends, and annotations.
- References are made to specific figure or table numbers rather than positional descriptions such as “above” or “below”.
- Graphics maintain adequate contrast and readability.

11. Use of Acronyms and Units

- Acronyms and abbreviations must be written in full when first introduced, followed by the abbreviation in parentheses.
- Thereafter, the abbreviation may be used consistently.
- Metric units should be used wherever applicable.

12. Artificial Intelligence (AI) Disclosure Policy

The use of generative AI tools, AI-assisted technologies, and large language models is permitted provided that

- Authors disclose the use of such tools.
- Authors remain fully responsible for all content in the manuscript.
- AI-generated content is carefully reviewed, verified, edited, and validated by the authors.
- The use of AI does not violate copyright, intellectual property, privacy, or ownership rights.
- AI tools are not listed as authors.

A separate section titled “Use of Artificial Intelligence” should be included before the references. This section should identify

- The AI tools used
- How the tools were used
- The extent of their use

The following declaration should be included
“The author(s) have reviewed and edited the content produced by artificial intelligence tools and are fully responsible for the accuracy, integrity, and originality of the information contained in this manuscript.”

13. Copyright and Permissions

- Authors are responsible for obtaining permission to reproduce copyrighted material.
- Permission letters must be provided where required.
- Upon acceptance and publication, copyright arrangements will be governed by the publisher's policy unless otherwise agreed.

14. Submission Requirements

Authors should submit

1. Manuscript in Microsoft Word format.
2. Title of the paper.
3. Abstract (maximum 300 words).
4. Five to seven keywords.
5. Author biography (maximum 200 words per author).
6. Tables, figures, and graphics in editable formats.
7. AI disclosure statement (where applicable).
8. Conflict of Interest declaration (where applicable).

15. Final Checklist Before Submission - Before submitting, please ensure that

- The manuscript is original and unpublished.
- The manuscript is not under review elsewhere.
- The paper demonstrates clear practical, managerial, industry, or policy implications.
- Abstract and keywords are included.
- Author biography is provided.
- References are complete and accurate.
- Tables and figures are properly labelled.
- Permissions for copyrighted materials have been obtained.
- AI use (if any) has been disclosed.
- Conflict of interest disclosures have been provided.
- The manuscript has been thoroughly proofread and formatted according to the guidelines.

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