



Journal of Business Technology and Entrepreneurship

Department of Management and Entrepreneurship
Faculty of Management and Finance, University of Ruhuna,
Sri Lanka

Author Guidelines

1. About the Journal

The Journal of Business Technology and Entrepreneurship (JBTE) is a peer-reviewed academic journal published by the Department of Management and Entrepreneurship, Faculty of Management and Finance, University of Ruhuna, Sri Lanka. The journal is published biannually and serves as a platform for original, rigorous scholarly contributions at the intersection of business management, digital technology, and entrepreneurship.

The Department of Management and Entrepreneurship and the Editorial Board reserve the right to determine the structure, design, and scope of the journal. All submitted manuscripts are subject to double-blind peer review by relevant subject-matter experts. JBTE is committed to publishing only original, high-quality contributions from academics, researchers, and practitioners in Sri Lanka and internationally.

The journal welcomes manuscripts that address, but are not limited to, the following thematic areas:

- Entrepreneurship, innovation, and new venture creation
- Small and medium enterprise (SME) development and performance
- Digital transformation, fintech, and technology adoption in business
- Corporate entrepreneurship and organizational innovation
- Alternative financing mechanisms including crowdfunding and microfinance
- Sustainability, ESG, and responsible business practices
- Business strategy, marketing, and operations management

2. Submission Requirements

Authors are requested to carefully review the following requirements before submitting their manuscript:

- One author must be designated as the corresponding author and must provide all required contact and identification details.
- All manuscripts must be thoroughly grammar-checked and spell-checked prior to submission. Manuscripts with significant language errors will be returned to authors without review.
- Only one manuscript per corresponding author will be considered for each issue of the journal.
- No submissions will be accepted after the stated deadline for each issue.
- Manuscripts must be submitted as two separate files: (i) a Title Page containing author details, and (ii) a Blinded Manuscript with all identifying information removed.

3. Contact Details for Submission

Authors should submit their manuscripts via email to the Editor-in-Chief at the following address:

Editor-in-Chief

Journal of Business Technology and Entrepreneurship
Department of Management and Entrepreneurship
Faculty of Management and Finance
University of Ruhuna, Matara, Sri Lanka
Email: JBTE@mgt.ruh.ac.lk

4. Publication Charges

There are no submission fees or publication charges associated with the Journal of Business Technology and Entrepreneurship. Authors are not required to pay any fees at any stage of the submission, review, or publication process.

5. Preparing the Manuscript for Submission

JBTE employs a rigorous double-blind peer review process in which the identities of both the reviewer and the author are concealed from each other. Authors must adhere to the following guidelines when preparing their submission:

- **Two separate files must be submitted:** (i) the Title Page containing full author details, and (ii) the Blinded Manuscript with all author identifying information removed.

- The Title Page must include the manuscript title, names and affiliations of all authors, and the corresponding author's name, postal address, email address, and ORCID ID Refer to Section 6 for full details.
- The Blinded Manuscript must not contain author names, affiliations, or any other identifying information within the text, headers, footers, or file metadata.
- All identifying information, including author names, must be removed from file names and document properties before submission.

6. Essential Title Page Information

The Title Page is submitted as a separate file and must contain the following elements:

- **Manuscript Title:** The title must be concise and informative, accurately reflecting the content of the paper.
- **Author Name(s):** Full names of all contributing authors, listed with initials.
- **Affiliation(s):** Department, faculty, institution, city, and country for each author.
- **Corresponding Author Details:** Full name, postal address, email address, and ORCID ID of the designated corresponding author.

7. Format of the Manuscript

Manuscripts must be written in clear, accessible language that is comprehensible to readers outside the immediate area of specialization. All manuscripts must be prepared in English.

7.1 General Structure

Manuscripts must follow the structure set out below. All sections listed are required unless indicated as optional:

- Title
- Abstract (250 words)
- Keywords (minimum 3; maximum 5)
- Introduction
- Literature Review
- Methods
- Results
- Discussion

- Conclusion
- Competing Interests Statement (if any)
- Grant / Funding Information (if any)
- Acknowledgements (if any)
- References(APA 7 Style)

7.2 Text Formatting

All manuscripts must conform to the formatting specifications listed in the table below:

Parameter	Specification
Margins	1 inch from all sides
Font Type	Times New Roman
Heading Font Size	11pt, Bold
Main Text Font Size	11pt
Line Spacing	Single
Word Limit	8 000 words (Excluding references and annexures)
Page Numbering	Automatic, bottom center
Page Size	B5
Language	English
File Format	Microsoft Word (.docx)

8. Abstract

The abstract must not exceed 250 words. It should provide a concise, self-contained summary of the manuscript, clearly stating the research objective, the methodology employed, the key findings, and the conclusions. The abstract should be intelligible to a general academic reader and avoid undefined acronyms, jargon, or citations.

Keywords: A minimum of three (3) and a maximum of five (5) keywords must be provided immediately after the abstract.

9. Headings and Subheadings

All headings must be formatted as follows:

- **Level 1 Headings:** Sentence case, bold, Times New Roman 11pt, left-aligned. Headings are not numbered. Begin with Introduction.
- **Level 2 Headings** Sentence case, bold and italic, Times New Roman 11pt, left-aligned.
- **Level 3 Headings** Sentence case, italic (not bold), Times New Roman 11pt, left-aligned.

All headings should be short, descriptive, and clearly indicative of the section content.

10. Figures and Tables

10.1 Tables

Tables must be numbered sequentially (Table 1, Table 2, etc.) and must include an explanatory title placed directly above the table. Table titles should be in Times New Roman, 10pt, bold, sentence case, and left-aligned. Single-line titles are preferred. All text within tables should be in Times New Roman, 10pt, with single line spacing. Tables must be in black and white only.

10.2 Figures

Figures must be numbered sequentially (Figure 1, Figure 2, etc.) and must include an explanatory title placed directly below the figure. Figure titles should be in Times New Roman, 10pt, bold, sentence case, and left-aligned. All text within figures should be in Times New Roman, 10pt, with single line spacing. Figures must be in black and white only and must be of sufficient resolution for clear reproduction.

10.3 Additional Formatting Conventions

- **Abbreviations:** All abbreviations must be defined in full at their first mention in the text and used consistently thereafter. Please do not include abbreviations in the title.
- **Non-English Words:** Scientific names must be italicized.
- **Footnotes:** Footnotes should be avoided.

11. Plagiarism and AI-Generated Content Policy

The Journal of Business Technology and Entrepreneurship is committed to maintaining the highest standards of research integrity. All manuscripts submitted

for consideration are screened for plagiarism and AI-generated content at the point of initial review.

The Editorial Board will assess all cases of plagiarism and AI-generated text based on their extent and context. If plagiarism or AI-generated content is detected at any stage of the review, editing, or publication process, the Editorial Board will notify the author(s) and may require content revision, appropriate citation, or may reject the submission.

12. Ethical Standards and Research Integrity

Authors must ensure that research involving human participants complies with applicable ethical guidelines and has received appropriate institutional ethics approval. A statement confirming ethical approval or explaining its inapplicability must be included in the manuscript where relevant.

Authors must disclose any conflicts of interest that could be perceived as influencing the research or its interpretation. Where no conflict of interest exists, this should be stated explicitly in the Competing Interests section.

13. Peer Review Process

All manuscripts are subject to a double-blind peer review process. The identities of both authors and reviewers are withheld throughout the review. Manuscripts meeting the initial criteria are assigned to a minimum of two independent reviewers with relevant subject expertise.

Authors will be informed of the outcome of the review process, which may result in one of the following decisions:

- Accept as submitted
- Accept with minor revisions
- Major revision required
- Reject

Authors whose manuscripts require revision will be provided with reviewer feedback and will be expected to respond within the timeframe specified by the Editor-in-Chief. Revised manuscripts must be accompanied by a detailed response letter addressing each reviewer comment.

The Editorial Board reserves the right to amend these guidelines periodically.

Authors are advised to consult the latest version of these guidelines prior to each submission.