

Instructions to Authors

Manuscript Submission Guidelines

The South Asian Journal of Business Insights welcomes original, high-quality manuscripts that contribute to the advancement of knowledge in business, management, and related disciplines.

Originality Statement

All submissions must be accompanied by a signed **Statement of Originality** addressed to the Editor-in-Chief. This statement should confirm that:

- The manuscript is original and has not been published previously, in whole or in part.
- The manuscript is not currently under consideration by any other journal.
- All listed authors have read and approved the submitted version.
- The manuscript complies with applicable ethical standards.
- Any potential conflicts of interest have been disclosed.

For manuscripts with multiple authors, the corresponding author may submit the statement on behalf of all co-authors.

Documents Required for Submission

Each submission should include the following files:

1. **Title Page**
2. **Main Manuscript** (anonymous for double-blind review)
3. **Statement of Originality**
4. **Author Biographies**
5. **Supplementary Materials** (if applicable)

Title Page

The title page should contain:

- Full title of the manuscript
- Full names of all authors
- Institutional affiliations
- ORCID iDs (recommended)

- Corresponding author's complete contact details
- Funding information (if applicable)
- Conflict of interest statement
- Acknowledgements (if applicable)

Author Biographies

A brief biography of each author (maximum 150 words) should be provided in a separate document.

Main Manuscript Structure

The main manuscript should generally include the following sections:

- Title
- Abstract (200–250 words)
- Keywords (3–5 keywords in alphabetical order)
- Introduction
- Research Problem and Objectives
- Literature Review and Theoretical Framework
- Methodology
- Data Analysis and Results
- Discussion
- Conclusion and Implications
- Limitations and Directions for Future Research
- References

Manuscript Length

Research articles should normally be between **5,000 and 7,000 words**, inclusive of tables, figures, references, and endnotes. Manuscripts outside this range may be considered if their scholarly contribution and relevance justify the deviation.

Data Availability and Replicability

To enhance transparency and reproducibility, the Editorial Board and reviewers may request access to datasets, analytical procedures, research instruments, and calculations during the review process. Authors must be prepared to provide these materials upon request.

Formatting Requirements

All manuscripts must be prepared in accordance with the following specifications.

Item	Requirement
File Format	Microsoft Word (.doc or .docx)
Page Size	A4
Margins	1 inch (2.54 cm) on all sides
Font	Times New Roman
Font Size	12-point
Line Spacing	1.5
Alignment	Justified
Language	English (American spelling)
Page Numbers	Bottom right
Reference Style	APA 7th Edition

Title Formatting

- 14-point font
- Bold
- Center aligned
- Title Case
- Preferably not more than two lines
- Avoid abbreviations, acronyms, symbols, and unnecessary punctuation where possible

Abstract

The abstract should be between 200 and 250 words and concisely summarize:

- Purpose of the study
- Methodology

- Key findings
- Practical implications
- Originality and contribution

Indent the abstract 1 cm from both left and right margins.

Keywords

Provide 3–5 keywords arranged alphabetically. Keywords should accurately reflect the content of the manuscript and facilitate indexing and discoverability.

Paragraph Formatting

- Do not indent the first paragraph under each heading.
- Indent subsequent paragraphs by 1.5 cm.
- Use consistent spacing throughout the manuscript.

Headings

First-Level Headings

- 12-point, bold
- Center aligned
- Title Case
- Unnumbered

Second-Level Headings

- 12-point, bold
- Left aligned
- Title Case
- Unnumbered

Third-Level Headings

- 12-point, bold italics

- Left aligned
- Title Case
- Unnumbered

Footnotes and Endnotes

Footnotes should not be used. Where explanatory notes are necessary, use endnotes and number them manually rather than using the automatic numbering feature in Microsoft Word.

Tables and Figures

Tables

- Number consecutively using Arabic numerals (e.g., Table 1).
- Place the title above the table.
- Use sentence case.
- Center align the title.
- Use only horizontal lines.

Figures

- Number consecutively using Arabic numerals (e.g., Figure 1).
- Place the title below the figure.
- Use sentence case.
- Center align the title.
- Use grayscale images unless color is essential for interpretation.

General Guidelines

- Use Times New Roman, 12-point font.
- Leave one blank line above and below each table or figure.
- Ensure that every table and figure is cited in the text.
- Submit high-resolution images suitable for publication.

References

All in-text citations and reference list entries must conform to American Psychological Association.

Authors should ensure that:

- Every citation in the text appears in the reference list.
- Every reference list entry is cited in the text.
- References are listed alphabetically by the surname of the first author.
- Hanging indentation is applied.
- DOI numbers are included whenever available.
- URLs are active and accurate.

Acknowledgements

If applicable, acknowledgements should appear in a separate section immediately before the references. Authors may acknowledge financial support, institutional assistance, and contributions from individuals who do not meet authorship criteria.

Ethical Standards

Authors are expected to adhere to the highest standards of research and publication ethics. Submission of a manuscript implies that:

- The work is original.
- Data are accurately reported.
- All sources are appropriately cited.
- Necessary permissions and approvals have been obtained.
- Conflicts of interest are disclosed.

The journal reserves the right to reject or retract manuscripts involving plagiarism, data fabrication, duplicate publication, or other forms of research misconduct.

Peer Review Process

All submissions undergo an initial editorial screening followed by a rigorous double-blind peer-review process. Manuscripts may be desk-rejected if they fall outside the scope of the journal or do not meet the journal's quality and formatting standards.

Open Access Policy

SAJBI is a platinum open-access journal. All accepted articles are published online with immediate and unrestricted access on the journal website and through Sri Lanka Journals Online. No submission fees or article processing charges are levied on authors.

Submission Checklist

Before submitting your manuscript, please ensure that:

- The manuscript is original and not under consideration elsewhere.
- A signed Statement of Originality is included.
- The manuscript conforms to APA 7th Edition.
- All identifying information has been removed from the main manuscript.
- Tables and figures are properly formatted.
- Author biographies are provided separately.
- Funding, conflict of interest, and acknowledgement statements are included where relevant.

Reviewing, Acceptance, and Publication

All manuscripts submitted to the South Asian Journal of Business Insights undergo a rigorous and impartial evaluation process to ensure the publication of high-quality scholarly work. Upon submission, each manuscript is initially screened by the Editorial Board to assess its relevance to the journal's scope, originality, methodological rigor, and compliance with the journal's formatting and ethical requirements. Manuscripts that do not satisfy these criteria may be declined without external review.

Manuscripts that successfully pass the initial editorial screening are subjected to a double-blind peer-review process and are evaluated by at least two independent reviewers with recognized expertise in the relevant field. The identities of both authors and reviewers remain confidential throughout the review process to ensure objectivity, fairness, and academic integrity.

Based on the reviewers' reports and the recommendations of the Editorial Board, one of the following decisions may be made:

- Accept without revision
- Accept subject to minor revisions
- Invite major revisions and resubmission
- Reject the manuscript

Reviewer comments and editorial suggestions will be communicated to the corresponding author. Authors are expected to revise their manuscripts carefully and submit a detailed response indicating how each comment has been addressed. Revised manuscripts may be returned to the original reviewers for further evaluation where necessary.

The final decision regarding acceptance or rejection rests solely with the Editor-in-Chief.

Upon acceptance, authors may be required to sign a copyright transfer agreement or publication license in accordance with the journal's open-access policy. Authors are fully responsible for obtaining written permission to reproduce any copyrighted material, including figures, tables, photographs, and extensive quotations, and for providing appropriate acknowledgements.

Accepted manuscripts will undergo copyediting, proofreading, typesetting, and final author approval prior to publication. All accepted papers are published online and made freely available through the official SAJBI website and Sri Lanka Journals Online, ensuring broad national and international visibility and unrestricted access to published research.

Once the article is published, the corresponding author will be provided with the web links to the published article and the relevant journal issue for dissemination and academic use.