

Author Guidelines

Title

- Include relevant keywords in the title.
- Think about the problem you are solving when writing your title.

Structure and Content

- The structure and content of the article may vary depending on the article category.
- Please refer to the table below for detailed descriptions and guidelines on each of the article categories.

Article Category	Description	Character Count
Cover Story	The cover story refers to a story in the magazine whose subject matter appears on its front cover. The cover page quite often carries stunning headlines to facilitate a compulsive buying of the magazine. The cover story ought to be well-written and it should contain solid documentation, ample details, and illustrative examples in smooth and clear prose.	3500 - 3700 Characters (with spaces)
Editorial	The magazine editor sums up the events or recalls the most important event for the editorial topic. Magazine editorial gives opinions on important contemporary issues and intends to persuade readers to agree to a particular point of view. Thus the editorial is more about opinions than facts.	3500 - 3700 Characters (with spaces)
Articles	An article is a piece of nonfiction writing targeted at a specific interest group. The first paragraph is a creative beginning that captures the reader's interest and hence it must be interesting. The second part is the middle of the story. It includes the main points on how the author has approached the subject and also gives the author's expertise and opinion related to the topic. The final paragraph, the ending, should bring the article to a satisfying resolution from the reader's point of view.	3500 - 3700 Characters (with spaces)

<p>News and Features</p>	<p>Features are articles that have human-interest and focus on particular people, places, and events. Features are descriptive, colorful, thoughtful, reflective pieces of journalistic writing about original ideas.</p> <p>Structure of a Feature</p> <p>A feature article takes a specific format and outline. There will always be a title, introduction, body of the story, and a conclusion. The title of the article should grab the reader's attention quickly to keep them reading. It should highlight the general topic of the story. The introduction of the story is contained in the first few paragraphs of the article. It should provide whatever background information is relevant to the story and should create a relationship between the author and the reader. The body of the feature should be broken into pieces with subheadings for easy organization. This section has most of the details of the story. It includes names, places, times, and quotes from those interviewed. The opinions of the author, those at the location of the story, and from experts of the subject are presented in the body of the article. Pictures, diagrams, and charts that illustrate the story would also be included. The conclusion should leave a lasting impression on the reader and provoke some sort of reaction. The conclusion should prompt an immediate response from the reader or encourage him/ her to shift his/ her stand on a particular issue.</p>	
<p>Profiles or Personality Features</p>	<p>A profile is a type of feature that usually focuses on the personality of an individual on what is important or interesting about that person. Although profiles are usually of people, a journalist can also profile an entity, like a team or a company. Generally, the person and his/her achievements are the focus of the article. Profiles reveal an individual's character and lifestyle and exposes different facets of the subject so that readers feel they know the person. It is simply a word sketch drawn creatively.</p>	<p>3500 - 3700 Characters (with spaces)</p>
<p>Historical Features</p>	<p>These features commemorate important dates in history or turning points in the respective discipline. They offer a useful juxtaposition of then and now. Historical features take the reader back to revisit an event and the issues surrounding it. Objectivity and neutrality should be your aim at all times when conducting research and crafting a historical feature. You should aim at reporting the facts and nothing else.</p>	<p>3500 - 3700 Characters (with spaces)</p>

News Features	A news feature is a kind of feature story that focuses on a hard news topic. News features combine a feature writing style with hard news reporting. News features typically try to shed light on problems in our society. What is expected of a news feature is a narrow, focused topic that can be covered reasonably well in a limited space. It thoroughly explores an issue through research, statistical data, and most importantly, interviews with news sources.	1750 - 1850 Characters (with spaces)
Photo Features	A photo feature is also known as a photo essay. It is a set or series of photographs that proposes to tell a story. The true spirit of what defines a photo feature is the capture of an exceptional moment within a common, everyday occurrence. A photo feature simply captures nice moments within a cultural environment or a happening that illustrates the quality of life in some sense. Photo features shall consist of pictures or sequences with informative content and emotional impact, including human interest, documentary, and spot news.	1/2pg
Columns	Columns, which are essentially opinion pieces, represent the strong, informed, and focused opinion of the author on an issue of relevance. Knowing how to present a strong point of view is an important skill for any column writer. It has a clearly defined point of view and represents clarity of thinking. Columns contain the strong, unique voice of the author. To write a good column requires more than just the ability to articulate an opinion. The opinions must make sense, provide insight, and be convincing.	Editor's Choice: 3500 - 3700 Characters (with spaces) Alumni Views: 1750 - 1850 Characters (with spaces) Industry: 3500 - 3700 Characters (with spaces) Entrepreneurship/ Start-ups: 1750 - 1850 Characters (with spaces)
Research Articles	Summary of the Ongoing research activities, summary of the completed research outcomes can be shared.	To be considered, Correspondence submissions must be under 2500 words in length, with up to 3 references

Writing style

- Identify the corresponding author who will be the point of contact with the editors. Include the names and contact information of all authors as well as the following demographics: business sector (industry, academia, government).
- All articles must be exceptionally professionally written using active voice. While it is a technical magazine and technical terms can be used (such as “induction machines”), no equations/formulas or overly complex explanations should be included.
- Acronyms should only be used if the term is used more than four times per article. Spell out the acronym each time if used less than four times.
- Articles cannot contain abstracts, keywords, or references.
- Articles can be structured using sections and subsections as needed.
- Write your articles in conversational English.
- Define all acronyms on first use.
- Identify all persons quoted including their name, title, and company affiliation.
- Hyperlink to your sources and related relevant content whenever possible.
- If your article contains figures and/or tables, please do not exceed the lower limit of the Character Count specified above.
- Author biography and photo- Articles must be accompanied by a high-resolution headshot and two-line biography of the author that includes the author’s name, title, affiliation, and field of expertise.
- Add up to six “For Further Reading” references at the end of each article. Live links should be included whenever possible.

Artwork Guidelines

- Ensure permission is received for all figures, which must meet copyright requirements.
- All artwork must be numbered, called out in the text, and be accompanied by figure captions that describe what is shown in the figure.
- Do not embed images into Microsoft Word files. For photographs or screenshots, please use high-resolution JPG or TIF files, so that the image is at least 300 dpi at the intended display size. For graphs and charts, please use the original editable source format (PDF, Visio, Excel, Word, Powerpoint, and so on), so that they can be formatted with our color palette, fonts, and style.
- Authors are responsible for obtaining permission to use/reuse copyrighted images. Please list required art credits/permissions/copyrights in the figure captions for images.