

Page Set-up

Paper Size

Paper Size: A4

Page Margin

Top: 1 inch

Bottom: 1 inch

Left: 1.5 inch

Right: 1 inch

Body Text

Font: Times New Roman

Font Size: 12 points

Align Text: Justify

Page Number: Bottom of page at centre

Line Spacing: 1.5 point

Paragraph Spacing: after the paragraph, Auto-point with 1.5-point line spacing

Paragraph Starting: No Tab

Table and Figure

Title of Table and Figure: Left with (Table and Figure number Bold) and Title of table would be italic

Source of Table and Figure: write below the left side of the Table and Figure.
[e.g., *Note*. Survey 2023]

Label of the Table: First row and centre

Figures (Numbers) in Table: Centre alignment

Total Figures (Numbers) in Table: Centre alignment

The table Border would only be on the label and bottom of the table (No other horizontal and vertical lines)

Examples:

Table 1

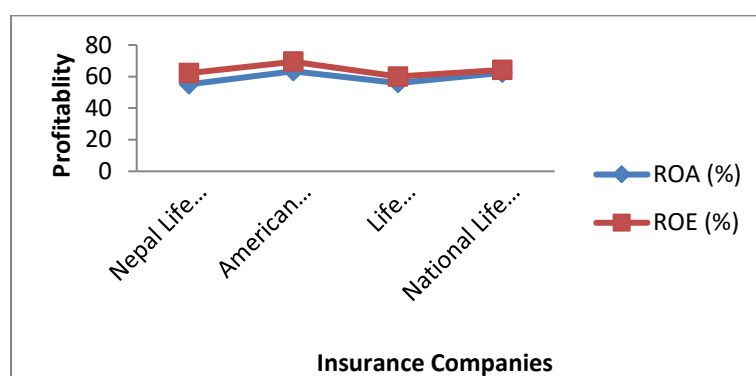
Life Insurance Companies in Nepal with Average Profitability

S.N.	Estd. Year	Name	Average Profitability	
			ROA (%)	ROE (%)
1	2001	Nepal Life Insurance Co. Ltd.	55.08	62.25
2	2001	American Life Insurance Co. Ltd.	3.38	69.40
3	2001	Life Insurance Corporation (Nepal) Ltd.	55.85	60.05
4	1988	National Life Insurance Co. Ltd.	62.32	64.25
Average			59.16	63.99

Note. Appendix 1

Figure 1

Life Insurance Companies in Nepal with Average Profitability



References

Book

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- Koirala, K. D. (2012). *Marketing research theory and practice*. Buddha Academic Publishers and Distributors.
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- Gupta, A. S. (2007). *Determinants of tax revenue efforts in developing countries* (Working Paper 184). International Monetary Fund.
- Maharjan, S. (2014). *Factors affecting organisational citizenship behaviour* (Mini Research). University Grants Commission.

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- Maharjan, G. (2011). *Role of generic strategies in profitability of insurance industry in Nepal* [Unpublished M.Phil. Thesis]. Tribhuvan University.
- Maharjan, S. (2007). *Working capital management of selected companies in Nepal* [Unpublished Master's Thesis]. Tribhuvan University.

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- Maharjan, G. (2011). Effects of competitive generic strategies on profitability in life insurance companies in Nepal. *Management Dynamics A Journal on Management and Economics*, 15(1), 87-95.
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- Sthapit, A., & Maharjan, G. (2012). Impact of liquidity management on profitability: A comparative study of foreign joint-venture banks in Nepal. *The Lumbini Journal of Business and Economics*, 2(2), 59-72.