



#### How to Write Articles-

Here are a few basic steps to take to craft an interesting, informative article.

##### Method 1 of 3: Come Up With An Idea

1. Get to know your audience. Decide who you need to write for before proceeding with planning or writing an article. Identify the needs of your readership. What do your readers need to know? How does your own knowledge matchup against the information they need? This will be the easiest way for you to find a topic to write about
2. Be unique. If you are writing an article about something that other people are also writing about, try to be unique in how you approach the material
3. Be passionate. You should care about the topic you choose to write about. Your enthusiasm will show in your writing and it will be much more engaging for your readers

##### Method 2 of 3: Research Your Idea

1. Learn the basics. Get the general explanation of whatever you are trying to write about. This will give you a basic framework for what to look for as you research.
2. Find reliable sources. Now that you know what to look for, research your topic. You can use the internet, a library, conduct interviews, watch documentaries, or whatever you feel is appropriate to teach you everything you need to know about your topic. Be an expert!
3. Get different types of material. During your research, look for material that isn't text. This can be used or altered to add to your article.

##### Method 3 of 3: Write Your Article

1. Decide your length. Does this article have a word count? Do you need to fill a certain number of pages? Consider what type of content you're writing about and how much space that can fill, as well as how much needs to be written in order to cover the topic adequately, before proceeding with writing your article.
2. Outline your article. Before you begin formal writing, you will want to outline your article.
3. Edit your work. Before you submit your work, you will want to do some editing and revision. If time allows, wait for a day or two before editing
4. Respect the rights of other writers. If you are using information from an external source, be sure to cite the source at the bottom of the article.
5. Submit your work. When you've finished, submit your work in the appropriate manner.

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## Article Review Report



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Received : 15 <sup>th</sup> Dec .2014,		 See your article on Mobile
Published: 1 <sup>st</sup> Jan.2015		
Vol : IV, Issue : VII, January - 2015 <b>A STUDY OF RESPONSES BY URBAN CONSUMERS TO THE SELECTEDE-RETAILING PRACTICES</b>		





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Happy Writing...

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ABSTRACT:

Now-a-days the world is becoming the technological village, because of the facilities of telecommunication. Internet is one of the telecom facilities, which used by most of the people. Next, many urban users are using the e-retailing facility for purchasing the products and the services from websites.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

Today, we can see that, everywhere internet, e-commerce is used for purchasing the production or services. Online purchasing facility is used by most of the internet users, because it saves the time and efforts also for searching the product. Generally, E-retailing or e-commerce or e-tailing is the practice of purchasing and selling the product by using the internet technology.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

The present study in mainly based on the primary data collected from the respondents through structured questionnaire. 100 sample respondents were selected by using convenient sampling. Those People were selected only, who are using the internet and e-commerce facilities for various purposes. The sample respondents were selected from various age groups in Nanded City.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Must add result in your article.

Result Report: Results are as per aims and objective and useful to further research .

CONCLUSION:

As per the above discussion it can be concluded with few points. Urban people are interested to use the e-retailing services, but they expect that, these services must be trustful and they should provide better quality products. Youths are using the e-retailing maximum for purchase. Whereas, next age group’s people are using the same to book the tickets and payment of electricity and other bills.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- Sharma D.P., E-Retailing - Principles and Practice, Himalaya Publishing House, Mumbai
- Bhigania R.M., Research Methodology, Sharada Publications, Thane
- Murthy C.S.V., E-Commerce : Concept, Models, Strategies, Himalaya Publishing House, Mumbai
- www.investopedia.com
- www.wikipedia.com

Reference Report: There are Places where the Author Laxmikant S. Hurne Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

	Very	High	Average	Low	Very Low
1. Interest of the topic to the readers		✓			
2. Originally & Novelty of the ideas	✓				
3. Importance of the proposed ideas	✓				
4. Timelines		✓			
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



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- Innovation for Tomorrow’s Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
  - Certificate Courses in Commerce  
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
  - International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce  
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