



Studia Universitatis Babeş-Bolyai

NEGOTIA



**We are pleased to
invite submissions of
individual papers and
research insights
for**

Studia Negotia

Authors' Guidelines

Papers should be original and unpublished, and should not be under publication consideration with any other outlet.

Please include a separate page with the title, the name and the e-mail of the author/ authors for the double-blind review process. The page with the abstract should contain the title, the abstract, the key words and JEL classification.

Please respect the following **paper format** – Word-file:

Characters: Times New Roman
Line spacing: single
Paper title: 14 pt.
Name of the author/ authors: 12 pt.
Abstract: 10 pt.
Text: 12 pt.
Footnotes: 10 pt.
Margins:
Top: 2.5 cm
Bottom: 2.5 cm
Left: 3 cm
Right: 3 cm
Gutter = 0. Header = 0: Footer = 0.

The **paper's content** should follow the structure below:

- 1. Introduction and Review of Literature;*
- 2. Material and Method(s);*
- 3. Results and Discussions;*
- 4. Conclusions.*

Citation Requirements:

Publications should be cited in the text: (Adams, 2006) using the author's name or (Adams and Brown, 2006) citing both authors or (Adams *et al.*, 2006), when there are three or more authors.

At the end of the paper a reference list in alphabetical order should be supplied:

- **For books:** Surname, Initials (year of publication), *Title of the Book*, Publisher, Place of publication. *e.g.* Baldegger R. (2007), *Management. Strategie, Struktur, Kultur*, Growth Publisher, Fribourg.
- **For book chapters:** Surname, Initials (year of publication), "Chapter Title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages. *e.g.* Calabrese, F.A. (2005), "The Early Pathways: Theory to Practice – a Continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.
- **For journals:** Surname, Initials (year of publication), "Title of the Article", *Journal Name*, volume, number, pages. *e.g.* Capizzi, M.T. and Ferguson, R. (2005), "Loyalty Trends for the Twenty-first Century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

- **For published conference proceedings:** Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of Published Proceeding which may include the place and the date(s) when the conference was held*, Publisher, Place of publication, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting Destinations with an Ontology-based E-tourism Planner", in *Information and Communication Technologies in Tourism 2007 Proceedings of the International Conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.
- **For unpublished conference proceedings:** Surname, Initials (year of publication), "Title of paper", paper presented at the Name of the Conference, date of the conference, place of the conference, available at: URL if freely available on the Internet (accessed date). e.g. Aumueller, D. (2005), "Semantic Authoring and Retrieval within a Wiki", paper presented at the European Semantic Web Conference (ESWC), May 29th-June 1st, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed on the 20th of February 2007).
- **For working papers:** Surname, Initials (year of publication), "Title of the Article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How Published Academic Research Can Inform Policy Decisions: the Case of Mandatory Rotation of Audit Appointments", working paper, University of Leeds, Business School, Leeds, March 28th.
- **For encyclopedia entries (with no author or editor):** *Title of Encyclopedia* (year of publication) "Title of Entry", volume, edition, *Title of Encyclopedia*, Publisher, Place of publication, pages. e.g. *Encyclopaedia Britannica* (1926) "Psychology of Culture Contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 763, 765-71. (For authored entries please refer to book chapter guidelines above.)
- **For newspaper articles (authored):** Surname, Initials (year of publication), "Title of Article", *Newspaper*, date, pages. e.g. Smith, A. (2008), "Money for Old Rope", *Daily News*, January 21st, pp. 3-4.
- **For newspaper articles (non-authored):** *Newspaper* (year of publication), "Title of Article", date, page/ pages. e.g. *Daily News* (2008), "Small Change", February, 2nd, p. 7.
- **For electronic sources:** if available online the full URL should be supplied at the end of the reference, as well as a date when the resource was accessed. e.g. Castle, B. (2005), "Introduction to Web Services for Remote Portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed on November 12th, 2007). Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (Roman numeral within square brackets within the text followed by the full URL address at the end of the paper).