

# MANUSCRIPT GUIDELINES

**All papers should conform to the style required by the American Psychological Association, or the American Marketing Association, or the Harvard style or follow the following guidelines.**

1. Papers submitted should not have been accepted for publication nor published elsewhere. Authors should retain a copy of their manuscript and will be required to submit a copy of their article in electronic form, if accepted.
2. Manuscripts should be double spaced, Times New Roman font, 12pt with 2.5cm margin on all four sides and use Windows 98, Windows 2000 or Windows XP. Tables and figures should be placed appropriately in the body of the paper.
3. The title should be brief and typed on the first page. The author's name should be typed below the title; the affiliation, address and telephone number of the author should also be included. In the case of co-authors, respective affiliation, addresses, and telephone numbers should be clearly indicated as well. Correspondence will be sent to the first-named author, unless otherwise indicated.
4. The second page of the manuscript should contain only the title and an abstract of about 100 words in length.
5. The paper should begin on the third page and should not re-list the authors. The paper should be subdivided into sections and subsections to aid readability.

## **Length**

Papers submitted for publication should preferably not exceed 15 -20 pages.

## **Abstract**

Manuscripts must be accompanied by an abstract of about 100 words in length, on the second page.

## **Author identification**

Given the blind review process, the author(s) should not be identified or discernible in the body of the paper.

Authors' names, institution from which they received their highest degree, academic rank, professional title, and affiliation should appear only on the first page of the manuscript, which will be torn off/deleted by the editor before mailing/emailing it to reviewers.

## **Review procedure**

1. All papers submitted are subjected to a blind review process.
2. Upon return of the reviews, the accept/reject/revise decision is made by the Editor and the author is notified. Reviewers' comments are provided to the author.

## **References**

References cited in the text of a manuscript should be in parentheses, by author's last name and year of publication. If an author's name is used within a sentence, the name should be followed by the year of publication [e.g., Cravens (2003)]. If a page is cited, it should be noted within the parentheses, e.g., (Cravens 2003, p. 35).

For multiple-authored publications, up to three authors should be cited; publications with four or more authors should be cited by the first author's name, followed by 'et al.' (e.g., Terpstra et al. 2000). Do not use punctuation within parentheses, except when there is a string, e.g. (Everett 2004; Ogunmokun 2004; Pecotich et al. 2004). References are to be listed alphabetically, surname first, followed by publication date in parentheses etc. All references should be typed double spaced.

Works published in the same year by the same author(s) are to be differentiated by letters after the date (e.g. Everett 2004a, 2004b).