

NOTES FOR AUTHORS

The journal is primarily aimed at publishing scientific papers, which are subject to double-blind reviews and categorized as follows: *original scientific papers, preliminary communications and reviews*. Conference papers, technical papers, case studies and book reviews will also be published. The editors reserve the right to return improperly formatted manuscripts to the authors, without double blind review.

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Manuscripts submitted to the journal should be original contributions and should not be under consideration for any other publication at the same time. They should be written in the English language using Microsoft Word. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors. The authors are responsible for language editing. The submitted text should not exceed more than 30.000 characters (15 pages), typed according to the instructions below:

Font: Times New Roman, size 10; *Line spacing:* single; A4 Format (297x210 mm); *Page Setup:* *Margins:* top 5 cm, bottom 5 cm, left 4.4 cm, right 4.2 cm, gutter 0 cm; *Layout:* header 4 cm, footer 4 cm.

The cover page must list the authors' names, their titles, positions, full addresses of their institutions, telephone, fax and e-mail address.

Title of the paper should be concise and informative.

Abstract comprising between 200 and 250 words should include *the purpose, design, methodology, approach, findings, and originality of the research*. The abstract should be accompanied by 4-6 keywords pertinent to the principal topics of the paper, suitable for indexing and online search purposes.

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. In the text references must be included using Harvard "author-date" system of citation e.g. (Jackson 2004, 176) or (Jackson and Miller 2005, 26). At the end of the paper a reference list in alphabetical order should be supplied. Examples:

- *Journal article:* Surname, Initials (year), "Title of 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.
- *Book:* Surname, Initials (year), *Title of Book*, Publisher, Place of publication.
e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.
- *Book chapter:* Surname, Initials (year), "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.

Figures, graphs, tables are to be inserted in their proper location in the text. They should be numbered consecutively in Arabic numerals and given a suitable caption, which should be located in the upper left corner of the figure, graph or table.