

TITLE OF THE PAPER

**TITLE OF THE PAPER (Style “Title”, Capital Letters, Times New Roman,  
14pt, Bold, Centred)**

**Abstract (Style “Heading 1”, Times New Roman, 14pt, Bold, Justified)**

The paper must include an abstract, which comprehensibly summarizes the main points of the paper. The abstract should be intelligible to an uninitiated reader and its length should be approximately 200 words. The manuscript should be laid out on A4 format (margins: Top 3 cm; Bottom 2 cm; Left 3 cm; Right 1 cm). The title should be laid out in capital letters, Times New Roman font, 14 points; bold, centred (style “Title”). Abstract heading should be presented in Times New Roman font, 14 points; bold, justified (style Heading 1). The text of the abstract should be laid out in Times New Roman font, 11 points, justified, line spacing double. Keywords (see below) are in the same style.

*The type of the article:* choose the type of the article Research report, Empirical study, Theoretical article, Methodological article

*Keywords:* template, abstract.

*JEL Classification:* system can be found in the website of American Economic Association:  
[http://www.aeaweb.org/journal/jel\\_class\\_system.php](http://www.aeaweb.org/journal/jel_class_system.php).

## **Introduction (Heading 1)**

This template was created with the aim of keeping APA style for the manuscripts that will be submitted to the journal “Economics and Management”. The template contains predefined styles and the document text layout. The largest part of the paper is chapters’ text presented in Times New Roman, 11 points size font, justified (style “Normal). The main parts of the body text should be structured as follows: introduction, method, results, discussion, references and appendixes (style “Heading 1” should be used for the headings of the mentioned parts of the body text). The titles of the subsections of the main parts of the body text should be displayed using style “Heading 2” (Times New Roman, 11 points, bold, aligned left).

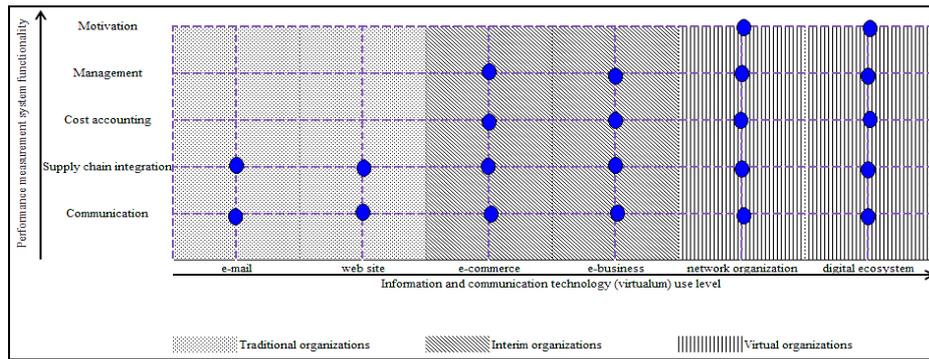
### **The subsection of introduction (Heading 2 typed in 11 points, Times New Roman, bold, aligned left)**

The introduction should present the development of the research problem and the aim of the research, namely the author should introduce the research problem, develop the background and state the purpose and rationale.

The third level subsections should be displayed using style “Emphasis” (Times New Roman, 11 points, italic, bold, aligned left)

***Introduce the problem (Style Emphasis, Times New Roman, 11 points, italic, bold, aligned left).*** The body of the paper opens with an introduction that presents the specific problem being studied and describes the research strategy. The introduction answers such questions as why this problem is important, how the hypothesis and experimental design relate to the problem, what the theoretical implications of the study are, how the study relates to previous work in the area, what theoretical propositions are tested, and how they are derived.

***Develop the background (Style Emphasis, Times New Roman, 11 points, italic, bold, aligned left).*** Brief review of the literature should be provided. Exhaustive historical review should be avoided. Citation of relevant earlier works is essential. The example for the presentation of figures is provided below (see Figure 1). Please be certain to mention the figures in the text.



**Figure 1.** Example for the presentation of figures

***State the purpose and rationale background (Style Emphasis, Times New Roman, 11 points, italic, bold, aligned left).*** The introduction ends with the formulation of the purpose and rationale of the study.

### **Method (Heading 1)**

The method section describes in detail how the study was conducted.

### **Results (Heading 1)**

The results section should summarise the data collected and the statistical or data analysis treatment used.

Please follow the example outlined below for the presentation of tables (see Table 1).

### **How to present the tables (Heading 2)**

**Table 1.** The evolution of business orientation and marketing concepts

<b>Business orientation</b>	<b>Marketing concept</b>	<b>Source for profit</b>
Sales orientation	Transaction marketing	Profit from increased sales volume
Customer retention orientation	Relationship marketing	Profit from customer satisfaction
Value – centric orientation	New consumer marketing	Profit from value definition, value creation and value delivery

*Source:* adapted by the authors with reference to Baker (2004)

### **Discussion (Heading 1)**

The main findings and conclusions should be summarized in the discussion section. It is recommended to discuss the following types of issues: the importance of the problem; theoretical propositions that were confirmed or unconfirmed by extrapolation of those findings; levels of the analysis; application and synthesis.

## References (Heading 1)

Homburg, C., Artz, M., & Wieseke, J. (2012). Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance? *Journal Of Marketing*, 76(3), 56-77. doi:10.1509/jm.09.0487

Eggink, M. (2012). Innovation System Performance: How to Address the Measurement of a System's Performance. *Journal of Innovation & Business Best Practices*, 1-9. doi:10.5171/2012.593268

More information about citation and references see:

<http://www.apastyle.org/>

<http://www.library.cornell.edu/resrch/citmanage/apa>