# TITLE OF THE PAPER

**Author 1**

*(university/institution, country, e-mail)*

**Author 2**

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[…]

**Abstract:**

The first page of the paper shall contain the following information: the title of the paper, the name/s of the author/s, and the affiliation/s, including country and e-mail. This information will be followed by an abstract of some 10-12 lines (maximum 200 words) and up to 5 keywords.

The abstract must summarize the main aim of the manuscript, its goal(s), methodology, main findings and conclusions of the research.

**Keywords:** *maximum five (5) keywords*.

## 1. Introduction (example on a section title)

The titles of the sections must be in Title 2 style. Manuscripts must be written in English, typed in Microsoft Word, Times New Roman 11cpi font. Paragraphs will be single spaced with 6 point spacing before any new paragraph (18 points in case of section titles –in bold–, 9 points in case of sub-section titles –italics–). No tabs will be included at the beginning of the paragraphs.

It is recommended to make a style effort –while preserving scientific and academic rigour– in order to make the text understood both by specialists and non-specialists in a concrete subject or study field. At this same purpose, inclusion of schemes and any other graphic and/or text elements supporting a right interpretation of contents is also suggested. When required, internationally accepted signs and symbols for units (SI units) should be used.

Use *italics* (not bold letters or underlined) for emphasis. Abbreviations should be defined at first mention and used consistently thereafter.

Frames, tables, figures and graphs will be integrated in the text and numbered consecutively. Use the table function, not spreadsheets, to make tables. Graphics will be entered as images and not as Word graphics. Optionally, the image description can be included in the alternative text menu.

The equations will be entered as images and, optionally, the equation description will be included in the alternative text menu. Do not use the equation editor or Math Type for equations.

Footnotes should be numbered consecutively throughout the text with superscript Arabic numerals, typed Times New Roman 9cpi, and single spaced[[1]](#footnote-1). Use of endnotes will be avoided.

The maximum length of the manuscript is 15 pages (including the page containing the title and abstract as well as the bibliographical references).

### 1.1. Example of a sub-section title

The titles of the subsections must be in Title 3 style. Please number sub-sections using the decimal system up to three levels and referring to the section which they are included.

References to previous publications quoted in the text should follow the author and date procedure, according to following examples, as appropriate: Name (year), (Name, year), Name1 and Name 2 (year), (Name1 and Name2 year), Name1 et al. (year), (Name1 et al. year).When several publications are included consecutively, they shall be listed in chronological order and separated by semicolon (;). If two or more publications are dated in a same year, alphabetical order will be the second listing criteria.

In the case of a literal transcription, the text must be enclosed in quotation marks and the reference page(s) may be included in the cited reference, as follows: Name (year, p. xx), (Name year, pp. xx-xx).

The list of references at the end of the paper should only include the contributions that were quoted in the previous text and that have been published or accepted for publication. Unpublished or unavailable works should only be mentioned in the text. Do not use footnotes or endnotes as a substitute for the reference list.

Please, do not use anchors or hyperlinks internal to bookmarks of the document or to mark of other external documents.

Do not use shapes, icons, 3d models, etc. they will always be entered as images, including optionally the corresponding description in the alternative text menu.

## 2. New section (example on a section title)

As above mentioned, the titles of the sections must be in Title 2 style. Frames, tables, figures and graphs will be integrated in the text and identified by consecutive Arabic numerals and a title. In order to facilitate reading, it is advisable to locate them at the beginning or at the end of the pages and, if possible, after they have been mentioned in the main text. Colours are allowed in graphs where appropriate. Please, include a single blank line before and after tables, figures and graphs. Notes to tables (if so) should be indicated by superscript lower-case letters (or asterisks for significance values and other statistical data).

Please identify any previously published material by providing the original source as appropriate after tables, figures and graphs. In case of own authorship, the indication ‘own ellaboration’ in the source place is advisable.

Following, you will find an example on a table (use Times New Roman 11cpi font for texts as in case of main text) and an example on a figure.

**Table 1.** Some noted studies on consumer attitudes toward CRM (example on a table)

|  |  |
| --- | --- |
| Author/s | Main findings / results |
| Ross et al. (1991) | Consumer attitudes towards organizations involved in CRM are mainly positive |
| Smith and Alcorn (1991) | Nearly half of respondents say it was more likely to change brands to support companies that make donations to NPOs  About a third state that they sometimes buy products simply because the manufacturer supports charitable causes |
| ... | ... |
| Cheron et al. (2012) | Consumers show positive attitudes towards CRM (more positively when they perceive a good match between the brand and the cause) |

Source: Galán and Galera (2013)

**Figure 1.** Model of social problem sensitivity (example on a figure)



Source: Piskóti and Nagy (2013, p. 31)

[…]

[…]

[…]

## X. Conclusions

The title of this section must be in Title 2 style.

[…]

### Acknowledgements

The title of this section must be in Title 3 style.

Acknowledgments of people, grants, funds, etc. should be placed in a separate section after conclusions and before the reference list. In such case, the names of funding organizations should be written in full.

## References

The title of this section must be in Title 2 style.

Reference list entries should be alphabetised by the last names of the first author of each contribution. Journal names and book titles should be italicized.

Following you can find some anonymised and un-anonymised examples (not alphabetically ordered) when including the full reference of a publication.

Name, A. (year).Title of the article. *Title of the journal*, vol(issue), xx-xx.

Harris, M., Karper, E., Stacks, G., Hoffman, D., De Niro, R., Cruz, P., et al. (2001). Writing labs and the Hollywood connection. *Journal of Film Writing*, 44(3), 213-245.

Name, A. (year).Title of the article (if cited by doi). *Title of the journal*, doi: xx.xxxx/xxxxxxxxxxxxx.

Slifka, M. K., & Whitton, J. L. (2000). Clinical implications of dysregulated cytokine production. *Journal of Molecular Medicine*, doi:10.1007/s001090000086.

Name, A. (year).*Title of the book* (1st ed.). Place of publication: Publisher.

Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*. Washington, DC: American Psychological Association.

Name1, A., & Name2, B. (year). Title of book chapter. In C. Name3 (Ed.), *Title of the book* (pp. xx-xx). Place of Publication: Publisher.

O’Neil, J. M., & Egan, J. (1992). Men’s and women’s gender role journeys: Metaphor for healing, transition, and transformation. In B. R. Wainrib (Ed.), Gender issues across the life cycle (pp. 107-123). New York: Springer.

Name, A. (year).Title of the online document. Web owner. http://www.xxx.xxx/. Accessed dd month yyyy.

Abou-Allaban, Y., Dell, M. L., Greenberg, W., Lomax, J., Peteet, J., Torres, M., & Cowell, V. (2006). Religious/spiritual commitments and psychiatric practice. Resource document. American Psychiatric Association. http://www.psych.org/edu/other\_res/lib\_archives/archives/200604.pdf. Accessed 25 June 2007.

Name, A. (year).Title of the document. PhD dissertation. University of xxx.

1. Example of a footnote. Footnotes can be used to give additional information, which may include the citation of a reference included in the reference list, but they should not consist solely of a reference citation, and they should never include the bibliographic details of a reference. They should also not contain any figures or tables. [↑](#footnote-ref-1)