

Please note that Manuscript Guidelines are for the accepted papers only. The original submissions should be double spaced according to the submission guidelines stated on the Call for Papers.

GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION MANUSCRIPT GUIDELINES

First, all the submissions must be e-mailed to the GBATA Readings Book Editor. To ensure the quality of the publications, please see the GBATA website at www.gbata.org for a standard paper template, which provides the basic format of the paper. You may cut and paste your paper into this standard template and then make necessary changes.

Second, all the contributors will immediately receive an email acknowledging that the Editor has received his/ her paper. If any problems arise, the Editor will promptly inform the contributors for any requested revisions.

Third, the deadline for the final submission is May 15th, 2014. All contributors will be notified for a second time by email on May 20th, 2014, in the form of the GBATA paper contents. It is the responsibility of the contributor to check the GBATA contents and promptly notify the Editor if his/her paper is missing.

Please complete your final paper according to the guidelines as detailed below and email it to the GBATA Readings Book Editor as an attached file in Microsoft Word.

INSTRUCTIONS

BASE FONT

Times New Roman Size 10

This is an example of the font used for this paper.

MARGINS

All paragraphs should be indented with a tab of .5 inches. You must leave a space between each paragraph. Set your margins as normal shown below:

Left Margin: 1" Right Margin: 1"

Top Margin: 1" Bottom Margin: 1.25"

SPACING

The body of the paper must be single spaced. Leave two spaces before and after first-level and second-level headings. Leave three spaces between the title of the paper as well as before and after the author(s)' names.

STYLE

You may refer to the Journal of Global Business and Technology (www.GBATA.org) for the required style.

PAGE NUMBERS

Page numbers should not be included the paper.

TITLE

The title should be in all capital letters, Times New Roman Size 18, bold faced and centered at the top of the first page.

TITLE

AUTHORS

The author(s) and affiliation(s) should be centered, bold faced, single spaced and begin below the title. Do not use titles such as Dr. or Assistant Professor. etc. The font of the names should be Times New Roman Size 14.

For example:

John Doe
University of Rome, Italy

If multiple authors have the same affiliation, please use one listing of the affiliation in the following format:

John Doe and Jane Smith
University of Rome, Italy

ABSTRACT

Begin the paper with an abstract of approximately 100 words. The text of the abstract should be italic font. The word ABSTRACT should be typed in upper case letters, bold faced, Times new Roman Size 16 font and centered on the third line following the author(s) and affiliation(s).

KEYWORDS

Please list about 5 words that reveal the author's reasoning behind the paper or that show up frequently in the paper.

HEADINGS

First-level headings should be centered, bold faced and in all capital letters. First-level headings are typed in Times New Roman size 16 fonts.

For example:

INTRODUCTION

Second-level headings should be flush with the left margin, bold faced, and in upper lower case letters. The second-level headings are in Times New Roman Size 14 font.

For example:

Second-Level Headings

BODY

The body of the paper should be single spaced and should follow the abstract. Be sure to use a first level heading of some type after the abstract and before the first paragraph of the body of the paper to clearly separate the two. In addition, the body of the paper should be both left and right justified. Microsoft Word calls this "Justify". Please see below for base font instructions:

INTRODUCTION

Sales force turnover is one of the greatest concerns of businesses today. Training programs for sales people are very costly and are driving the profit margins for many businesses into a low level.

EQUATIONS

All equations should be placed on separate lines and numbered consecutively, with the equation numbers placed within parentheses and aligned against the left margin. Make sure that they are unique. You may create equations using a graphing program and import the equations as jpeg images.

APPENDICES

Appendices should immediately follow the body of the paper and precede the references. The appendices should be bold faced. The word APPENDIX should be centered above the appendix in Times New Roman Size 16 font, bold, and upper lowercase. If there is more than one appendix, number each consecutively as "APPENDIX 1, APPENDIX 2," etc., and change the title "APPENDIX" to "APPENDICIES".

REFERENCES

Short Quotations

If you are directly quoting from a work, you will need to include the author, year of publication, and the page number for the reference (preceded by "p."). Introduce the quotation with a signal phrase that includes the author's last name followed by the date of publication in parentheses.

According to Jones (2012), "Students often had difficulty using APA style, especially when it was their first time" (p. 199).

Jones (2012) found "students often had difficulty using APA style" (p. 199); what implications does this have for teachers?

If the author is not named in a signal phrase, place the author's last name, the year of publication, and the page number in parentheses after the quotation.

She stated, "Students often had difficulty using APA style" (Jones, 2012, p. 199), but she did not offer an explanation as to why.

Long Quotations

Place direct quotations longer than 40 words in a free-standing block of typewritten lines, and omit quotation marks. Start the quotation on a new line, indented 1/2 inch from the left margin, i.e., in the same place you would begin a new paragraph. Type the entire quotation on the new margin, and indent the first line of any subsequent paragraph within the quotation 1/2 inch from the new margin. Maintain double-spacing throughout. The parenthetical citation should come after the closing punctuation mark.

Jones's (2012) study found the following:

Students often had difficulty using APA style, especially when it was their first time citing sources. This difficulty could be attributed to the fact that many students failed to purchase a style manual or to ask their teacher for help. (p. 199)

Summary or Paraphrase

If you are paraphrasing an idea from another work, you only have to make reference to the author and year of publication in your in-text reference, but APA guidelines encourage you to also provide the page number (although it is not required.)

According to Jones (2012), APA style is a difficult citation format for first-time learners.

APA style is a difficult citation format for first-time learners (Jones, 2012, p. 199).

REFERENCES

The bibliography should include references cited in the text of the paper and should be titled REFERENCES. This first level heading must be in upper case and in Times New Roman size 16 bold faced font. References should be typed in alphabetical order and should be listed on a separate page at the end of the paper. A line must be skipped between each reference.

For example:

Single Author

Last name first, followed by author initials:

Delener, N. (2010). Current Trends in Global Tourism Industry: Evidence from the United States. *Public Administration Journal (RAP-Revista de Administracao Publica)*, 44, 1125-1137.

Multiple Authors

List by their last names and initials. Use the ampersand instead of "and":

Lindman, M., Pennanen, K., Rothenstein, J., Scozzi, B., & Vincze, Z. (2012). The Practice of Customer Value Creation and Market Effectiveness Among Low-Tech SMES. *Journal of Global Business and Technology*, 8, 1-15.

FOOTNOTES

Footnotes will not be used. You may use endnotes instead, put them after references.

EXHIBITS AND FIGURES

Exhibits and tables must be typed using Microsoft Word table format. Insert tables as close as possible to the citations within the context. Headings should be centered in Times New Roman Size 10 font, bold faced and above the exhibit. For example:

Table 1: E-commerce sales trend (in millions of US dollars)

	Total retail sales	E-Commerce	q-q % change in e-commerce
2001 4th q	\$856,285	\$11,178	35.7
2002 1st q	\$743,810	\$9,880	-11.6
2002 2nd q	\$825,243	\$10,265	3.9
2002 3rd qr	\$827,461	\$11,061	8
2002 4th q*	\$869,588	\$14,334	29.3

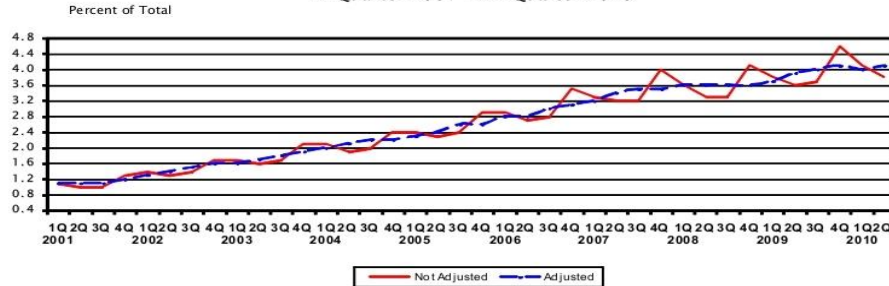
Source: <http://www.census.gov/mrts/www/current.html>, US Commerce Department, February 24, 2003.

Figure may also be included. However, make sure that you use jpeg or other graph format that make the figure unique. Do **NOT** create any figure with Microsoft Word, since Word will distort the figure. For example, the following figure is made by using graph is Microsoft Excel and importing it into Word. You

may also import jpeg format graphs. This way, the graph stays intact.

E-commerce sales trend (in millions of US dollars) in the U.S. in past quarters

Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Retail Sales:
1st Quarter 2001 – 2nd Quarter 2010



<http://www.census.gov/retail>

IMPORTANT ADDITIONAL INFORMATION

Correct spelling, grammar and punctuations are the responsibility of the author(s). No corrections will be made by the Readings Book Editor. Therefore, all papers must be perfected before submission. Please make sure that you identify yourself and paper number when submitting your paper to the editor.

Deadline: May 15th, 2014

Readings Book Editor

Dr. Leonora Fuxman

Email: FuxmanL@stjohns.edu

PLEASE READ CAREFULLY

Note that all participants must register within ten days of notification of their participation in the program. In addition, each paper should have a separate, registered author.

Papers submitted for publication in the GBATA Readings Book may not exceed eight pages, including all references, exhibits, and figures. There will be a \$30.00 charge for each page exceeding the eight page limit. The charge should be remitted as a separate check along with the standard registration fee. Please address the check(s) to the Global Business and Technology Association.

It is important to understand that a paper should include the reference section, and if applicable, exhibits. Otherwise, they will not be published along with the paper. The author(s) must e-mail the paper as he/ she wishes it to appear to the Readings Book Editor. Again, please email the paper as an attached file in Microsoft Word.

Papers that are not in conformity with the above guidelines and deadlines will be returned to the authors for a revision. The authors must resubmit the papers within one day upon the returns of the paper.