

## **Author Guidelines**

### Authors' Guide For Paper Submission and Manuscript Preparation

#### **General Instructions**

1. The manuscript submitted for publication must not have been previously published nor be under consideration for other publications. Violation of copyright is taken to be the direct responsibility of the submitter of the manuscript.
2. The manuscript must be written in only Standard English.
3. The manuscript will be reviewed by the MCULPN-AC reviewers before it is subsequently approved by the editorial board.
4. The MCULPN-AC is entitled to all copyright of the published manuscript.

#### **Manuscript Requirements:**

- Times New Roman characters, and single line spacing must be used in the manuscript.
- Word limit is 8,000 including references. One table is equivalent to 250 words.
- Manuscript title must be concise and clear.
- Abstract must contain a maximum of 250 words with five keywords.
- The manuscript must include the details of each author including name, affiliate, academic title (or the highest degree obtained), and contact address.
- The author(s) must proofread the manuscript to ensure correct spelling, spacing, appropriateness and coherence in Standard English.
- Please refer to the APA Style for journal format and references (for details, see <http://apastyle.apa.org/>). The prospective contributor is required to check the accuracy and completeness of the references.
- The author(s) must clearly state in the submission whether the submitted manuscript is a research manuscript or an academic article manuscript.

#### **Type of Manuscript**

##### **Academic Article Manuscript:**

The topic and contents of an academic article manuscript should be relevant to the issues discussed in the manuscript. The issues in the manuscript should be

presented coherently in order to make the discussion easy to understand. Theory should be applied to the analysis of issues; the manuscript should be concluded with the recommendations of the author(s).

### **Research Manuscript:**

A research manuscript should creatively present its findings in a systematic manner; each manuscript should consist of the following relevant elements:

- Introduction, which should include a statement of the importance of the research and the source of the stated problem(s) together with an overall background and rationale of conducting the research
- Literature review
- Research methodology, which should explain the research process, data collection and research instruments
- Research findings
- Discussion
  - Theoretical contributions
  - Managerial implications
- Conclusion
  - Brief summary
  - Limitations and directions of future research
- References

### **Specific Instructions:**

- **Format** The preferred format for the text and tables of a manuscript is MS Word DOC.
- **Paper size** Manuscripts must be typed single line spacing on B5 size paper, a single column format.
- **Margins** Use a 2.0 cm. margin on left and top and 1.5 cm. on right and bottom of each page.
- **Indent** the first line of every paragraph a standard —Tabl key space (½ inch).
- **Font Size and Type.** Times New Roman font (14 pts. bold for title; 12 pts. for author(s) and affiliation; 12 pts. bold for headings and subheadings; and 12 pts. for text)
- **Titles** should be no more than three typeset lines.

- Headings should be in bold type, in 14 point Times New Roman. First-level headings should be aligned to the left with initial caps. One line space should separate headings from the preceding text.
- Subheadings Italicize the subheadings in the bold type, single-spaced; in 12 point Times New Roman.
  - SUB-HEADING ONE Bold, Left, UPPERCASE HEADING
  - Sub-heading Two Bold, Left, Capitalize Each Word
  - Sub-heading Three Indented, bold, Capitalize Each Word
- References The Journal uses American Psychological Association (APA) style (6th edition).
- Position the first line of each reference flush left, with subsequent lines wrapping with a ½-inch (hanging) indent.
- Organize the list in alphabetical order according to the first letter beginning each entry. Usually, the author's last name is the first piece of information in each entry. Use initials for the author's first/middle names.
- Use the following format for your reference list:

Dellana, S., Collins, W., and West, D. (2000). Online education in a management science course – effectiveness and performance factors. *Journal of Education for Business*, 76, 43 – 48.

Sekaran, U. (2000). *Research methods for business: A skill building approach*. (3rd Ed). John Wiley & Sons.

Stewart, D. W. (1981). The Application and Misapplication of Factor Analysis in Marketing Research. *Journal of Marketing Research*, 18(2), 51-62.

- Tables and Figures

Line drawings should be of high resolution and high contrast. For color or grayscale photographs (halftones), use a minimum of 300 dpi (.TIFF or .JPG).

Provide captions to figures

Use the table function of Microsoft Word.

Figure and tables should be placed as close as possible to where they are mentioned in the text

- Page Numbering: Number all pages of the paper, beginning with the title page. The number is in the bottom right corner

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