

AJBR Submission Guidelines

Manuscript Requirements

As a guide, articles should be **between 3,000 and 6,000 words** in length. It must be **single spaced**, using **12 point Times New Roman** font. The Page Setup should be with **margins top and bottom set at 1” (2,54 cm)** while **left and right at 1.25” (3,175 cm)**. **Gutter at 0** and **gutter position at left**. Orientation is **portrait** with paper Size set at **A4**. Please use **justified alignment**, with both **left and right indentation at 0**. While **spacing** for before and after also **set at 0**. **Line spacing** is set at **single**.

A title of **not more than ten words** should be provided. Page one should show **the title, full name of all authors, affiliation, email address and full international contact details**. Authors should not be identified anywhere else in the article.

Page two should contain the **article title, abstract and the contents onwards**. Authors must provide **up to six keywords** which encapsulate the principal topics of the article.

Practitioner’s Summary. Authors are requested to provide a summary titled, “Implications for Business Marketing Practice” (500 to 1000 words) outlining the managerial relevance of your research for business marketing practitioners. Place this material at the very end of the manuscript.

Methodology should be clearly described **under a separate heading**. Headings must be short, clearly defined and not numbered. The use of footnotes within the text is discouraged. All **figures** (charts, diagrams and line drawings) and **plates** (photographic images) should be submitted in both electronic form and hard copy originals. **Figures** should be of clear quality, black and white and numbered consecutively with **Arabic numerals**.

Tables must be numbered consecutively with **roman numerals** and a brief title. In the text, the position of the table should be shown by typing on a separate line the words **“Insert Table V Here”**.

References to other publications must be in **Harvard style** and authors must carefully check for completeness, accuracy and consistency. All author names and initials and full journal title must be included. You should cite publications in the text: (Tang, 2009) using the first named author's name. **At the end** of the article **a reference list** in alphabetical order should be supplied.

For books: surname, initials, (year), title of book in italics, publisher, place of publication, **e.g.**

Fam, K.S. and Jozsa, L., (2009), *When is a Goodbye a Good Buy*, Asia Business Research Corporation Press, Wellington

For book chapters: surname, initials, (year), "chapter title", editors' surname, initials, title of book in italics, publisher, place of publication, pages, **e.g.**

De Run, E., Fam, L. and Insch, A., (2009), "Sales promotion in Confucian societies" in Fam, K.S., Yang, Z. and Hyman, M. (Eds.), *Confucian/Chopsticks Marketing*, Asia Business Research Corporation Press, Wellington, pp. 2859.

For journals: surname, initials, (year), "title of article", journal name in italics, volume, number, pages, **e.g.**

Holdsworth, D., (2009), "Plants have flowers", *Journal of Plants and Flowers*, vol. 56, no. 2, pp. 820.

For electronic sources: if available online the full URL should be supplied at the end of the reference including the date it was extracted.

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