**Abstract.** *The Abstract should engage the reader by telling him/her what the paper is about and why they should read it. The authors must make a clear statement of the purpose of the paper and the research question. It is also necessary to indicate the research design and methodology. The Abstract should then briefly describe the work to be discussed in the paper and also give a concise summary of the findings. The Abstract should be limited between 150 and 250 words.*

**Keywords:** Please also provide between 5 and 7 key words that closely reflect the content of the paper.

**ARTICLE TITLE**

**(TIMES NEW ROMAN, 14 pt.)**

**Surname NAME**

**(Times New Roman, 14pt.)**

(12 pt.)

*Affiliation (Times New Roman, 12 pt., Italic)*

*Address of the affiliation, Town, Country*

*e-mail: leadauthor@email.com*

(12 pt.)

(12 pt.)

**Surname NAME**

**(Times New Roman, 14pt.)**

(12 pt.)

*Affiliation (Times New Roman, 12 pt., Italic)*

*Address of the affiliation, Town, Country*

*e-mail: co-author@email.com*

*Management & Marketing*

*Challenges for the Knowledge Society*

*(20xx) Vol. x, No. x, pp.xxxx*

**1. Introduction (Times New Roman, 14 pt.)**

(12 pt.)

* Articles submitted to *Management & Marketing* journal should be original and unpublished, and not under evaluation for publication in another journal/book.
* We may, though, accept extended and revised versions of conference papers. Papers we would like to publish are those that contribute to the theoretical development of the field, challenging the conventional wisdom in management and marketing, or those that present empirical or design based research results in business. Also, we welcome papers that present literature reviews, and papers that bring fresh perspectives on old topics. Authors should integrate their papers within the vision and mission of *Management & Marketing* journal*.*
* The authors must search the archive of the *Management & Marketing* journal in order to include in the References list papers published in the journal in connection to the paper’s topic.

(12 pt.)

(12 pt.)

**2. Main body (Times New Roman, 14pt.)**

(12 pt.)

# Papers must have between 5,000 and 10,000 words in length, including abstract, figures, references and appendices.

# Before submitting your paper, please ensure that it has been carefully read for typographical and grammatical errors. If English is not your first language, please have your paper proof-read by an English speaking person. Papers will be returned if the standard of English is not considered to be good enough for publication.

# Papers should be submitted as a .doc or .rtf attachment by email to [office@managementmarketing.ro](mailto:office@managementmarketing.ro)

# Papers must not be sent in PDF format and should not be zipped.

# Once the paper is submitted:

* It will be checked for compliance with the *Journal*’s editing requirements.
* If the editing requirements are met the paper will enter a blind review process.
* The results of the blind review process will be communicated to the author and if any recommendations from the reviewers the author will be asked to submit an improved version of the paper.
* The final decision concerning the publication of the paper will be taken by the Chief Editor.
* Set the page size to A4 with margins of 2.54 cm all around. Please do not insert headers, footers or page numbers. Do not refer to page numbers in your text as these will be changed.
* Do not use multiple columns.
* Do not use more than three levels of heading and use the numbering convention:

# 1 Heading 1

# 1.1 Heading 2

# *1.1.1 Heading 3*

# The main body of the text should be in Times New Roman, 12 point, single spaced and fully justified. Please use normal capitalization within the text and do not use bold face for emphasis. Italics are acceptable. All headings should use initial capitals only, excepting for use of Acronyms.

# You can include bulleted or numbered lists.

# Figures and tables should be placed as close to their reference point in the text as possible. All figures and tables must have titles and must be referenced from within the text. Avoid colour diagrams as the journal will be printed in black and white.

# A table example is presented in Table 1. The main body of the table should be in Times New Roman, 11 point, single spaced.

(12 pt.)

*Table 1(Times New Roman, 11 pt, Italic, Single Spaced, Aligned Right)*

**Example of table (Times New Roman, 11 pt, Bold, Single Spaced, Center)**

|  |  |
| --- | --- |
| **Title column 1** | **Title column 2** |
| Main body | Main body |
| Main body | Main body |

# An image example is presented in Figure 1. Images must be inserted as picture files (.gif, .jpg, .bmp, .pct, .png, .psd). You may be asked to supply the pictures as separate files.

(12 pt.)



# *Figure 1*. Example of figure (Times New Roman, 11 pt., Bold, Single Spaced, Center)

# Please use endnotes (not footnotes) only if necessary. Identify them in the text by consecutive numbers, in square brackets.

(12 pt.)

(12 pt.)

**Acknowledgements (Times New Roman, 14pt.)**

(12 pt.)

# You may insert acknowledgements in the paper if necessary before the references section.

(12 pt.)

(12 pt.)

References (Times New Roman, 14pt.)

(12 pt.)

* References should follow the Harvard referencing style, which means that primary references in the text should be in the format (Bratianu, 2009; Bratianu and Orzea, 2011; Lefter et. all, 2011) and should then be listed at the end of the paper as per the following examples:

# Bratianu, C. (2009), “The frontier of linearity in the intellectual capital metaphor”, *Electronic Journal of Knowledge Management*, Vol. 7, No. 4, pp. 415-424.

# Bratianu, C. and Orzea, I. (2011), “Organizational knowledge dynamics”, *Management & Marketing. Challenges for the Knowledge Society*, Vol.5, No. 3, pp. 41-62.

# Lefter, V., Bratianu, C., Agapie, A., Agoston, S. and Orzea, I. (2011), “Intergenerational knowledge transfer in the academic environment of the knowledge-based economy”, *Amfiteatru Economic*, Vol. 30, pp. 307-31

Nicolescu, L. (2011a), “The development of a Conceptual Framework to Study the Country of Origin Effect on Higher Education Services at International Level”, in Mercado Kierkegaard, S. (ed.), *Law Across Nations: Governance, Policy and Statutes*, pp. 761-774, IAITL.

Nicolescu, L. (2011b), “Trends in the Country of Origin Effect theories: goods versus services”, in: *Proceedings of the International Conference Abordări moderne în managementul și economia organizației*, Academy of Economic Studies Bucharest, Romania, November 24-25.

Cegarra, J. (2011), “Unlearning speech”, in: *Proceedings of the International Conference on Managing Services in the Knowledge Economy – MSKE 2011*, 13-15 July 2011, Universidade Lusiada de Villa Nova de Famalicao, Portugal, p.17.

# Nonaka, I., Toyama, R. and Byosiere, Ph. (2001), “A theory of organizational knowledge creation: understanding the dynamic process of creating knowledge”, in: Dierkes, M., Antal, A.B., Child, J. and Nonaka, I. (eds.) *Handbook of organizational learning and knowledge*, pp.487-491, Oxford University Press, Oxford.

Patel, P. (2010), “Google continues the onslaught with Chrome”, *GfK TechTalk Blog*, available at: http://www.gfktechtalk.com/2010/07/15/google-continues-the-onslaught-with-chrome/ (accessed July 21st, 2010)

# Conner, D.R. (1998), *Leading at the Edge-of-chaos: How to Create the Nimble Organization*, John Wiley, New York.

# Brooks, I. and Weatherston, J. (1997), *The Business Environment: Challenges and Changes*, Prentice Hall, London.

Torres, N.H.J. and Gutierrez, S.S.M. (2007), “The purchase of foreign products: The role of firm’s country-of-origin reputation, consumer ethnocentrism, animosity and trust”, *Working Paper 13/2007, “Nuevas Tendencias en Direccion de Empresas”, Universidad de Burgos*, available at http://www3.uva.es/empresa/documentos.php, (accessed December 15, 2011).

Leaver, B. L., Ehrman, M., and Shekhtman, P. (2005), *Achieving success in second language acquisition*, doi: 10.1017/CBO9780511610431

Grubb, M., and Neuhoff, K. (Eds.) (2006), *Emissions trading & competitiveness: Allocations, incentives and industrial competitiveness under the EU emissions trading scheme*, London: Earthscan.

* Secondary references would appear in the text as “Nugus (in Remenyi, 1999, p. 25) …” and only the Remenyi work would be listed at the end of the paper. Further information on the Harvard referencing style can be found at: <http://www.ex.ac.uk/dll/studyskills/harvard_referencing.htm>

Please note that submissions not complying with these guidelines

will be rejected on formal grounds.