

# MANUSCRIPT GUIDELINES

## Sasin Journal of Management (SJM)

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Any submission of a paper is acknowledgement that the paper is original and has not been submitted or published elsewhere. Standard copyright assignments must be made by authors. They must be written in a readable manner **with practitioner audience in mind**. The following types of papers are called for:

- Articles in business administration theories (that have implications for practitioners) and practices in the fields of marketing, finance, organizational behavior, human resources management, operations research, management, economics, accounting, and management of information systems;
- Case studies of corporations and business issues;
- Articles that reflect business from the global perspective; and
- Interviews of renowned business leaders.

All submitted manuscripts will be blindly reviewed by experts in the field, and are expected to follow the rules for scholarly work, including:

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to haphazardly chosen subjects who have little knowledge of or relevance to the subject being studied.

- Give as much information as possible about the characteristics of the sample and its representativeness of the population being studied.
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- Use appropriate statistical procedures.
- Address the reliability and validity of any empirical findings.

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Submit four copies of your manuscript and one compact disk to:

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Manuscripts must be submitted in **Microsoft Word**. Submit the entire manuscript, including tables, figures, footnotes, and references on disk. The maximum length of the **entire manuscript** is 40 pages.

The format of manuscripts follows the following guidelines:

1. The first page must include name of author(s) and title, complete address, telephone number, fax number, e-mail address and any acknowledgement of financial or technical assistance. A brief biography of the author(s) is requested.
2. The second page must include the title of paper and a brief abstract of no more than 50 words substantively summarizing the article.
3. Type everything in upper and lower case letters.
4. Footnotes should not be used for reference purposes and should be avoided if possible. If necessary to improve the readability of the text, a few footnotes may be included. They should appear double spaced on a separate page and be numbered consecutively throughout the text.
5. Submit figures as EPS files as well as camera-ready copy. Label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed beneath the abscissa. Place all calibration ticks inside the axis lines, with the values outside the axis lines. The figure number and title should be typed on separate lines, centered. Complex tables and all figures must be on disk and camera-ready. Table and figure headings should be typed on a separate page and attached to the appropriate camera-ready art. Lettering should be large enough to be read easily with 50% reduction. Any art not done on a computer graphics program should be

professionally drafted in India ink. *Do not submit camera-ready art until your manuscript has been accepted.* If the artwork is completed, submit photocopies.

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7. Mathematical notation must be clear within the text. Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the left margin. Unusual symbols and Greek letters should be identified by a marginal note. If equations are too wide to fit in a single column, indicate appropriate breaks.
8. References, typed double spaced in alphabetical order by author's last name. Citations in the text should be by the author's last name and year of publication enclosed in parentheses *without punctuation*: "(Kensey 1960)." If practical, the citation should stand by a punctuation mark. Otherwise, insert it in a logical sentence break. If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "...The Howard Harris Program (1966)."

If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Kensey 1960, p. 112)." For multiple authors, use the full citation for up to three authors; for four or more, use the first author's name followed by "et al." (no italics). A series of citations should be listed in alphabetical order and separated by semicolons: (Donnelly, 1961; Kensey, 1960; Wensley, 1981).

References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use full first name, not just initials. The reference list should be typed double spaced on a separate page. Authors are responsible for the accuracy of their references. Check them carefully.

Single- and multiple-author reference for books:

Donnelly, James H. and William R. George (1981), *Marketing of Service*. Chicago: American Marketing Association.

Single- and multiple-author reference for periodicals (include author's name, publication date, article title, complete name of periodical, volume number, month of publication, and page numbers):

Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," *Journal of Marketing*, 45 (Summer), 173-82.

Single- and multiple-author reference for an article in a book edited by another author(s):

Nevin, John R. and Ruth A. Smith (1981), "The Predictive Accuracy of a Retail Gravitation Model: An Empirical Evaluation," in *The Changing Marketing Environment*, Kenneth Bernhardt, et al., ed. Chicago: American Marketing Association.

If an author appears more than once, substitute eight hyphens (this will appear as a 1-inch line when typeset) for each author's name (do *not* use underlines):

Fornell, Claes and David F. Larcker (1981a), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error," *Journal of Marketing Research*, 18 (February), 39-50.

----- and ----- (1981b), "Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics," *Journal of Marketing*

*Research*, 18 (August), 382-8.

If two or more works by the same author have the same publication date, they should be differentiated by letters after the date. The letter also should appear with the citation in the text:

Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing 1981*, Ben Enis and Kenneth J. Roering, ed. Chicago: American Marketing Association.

----- (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45 (Fall), 60-7.

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Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, City University of New York.

9. To improve the readability of the manuscript, any mathematical proof or development that is not critical to the exposition of the main part of the text may be placed in a technical appendix.

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