Sjin's Types of Papers

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- Articles that reflect business from the global perspective;
- Interviews of renowned business leaders;
- Case studies of corporations and business issues; and
- 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.

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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- When data collection is discussed, consider the relevance of the sample to the subject matter. Carefully chosen sample groups are preferable 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.
- Do not ignore the nonrespondents. They might have different characteristics than the respondents.
- Give consideration to the limitations of your study, model, and/or concepts and discuss them explicitly in your manuscript. Be objective.
- 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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Sasin Journal of Management
Sasin Graduate Institute of Business Administration of Chulalongkorn University
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Manuscripts must be typed in **Times 12-point font, double spaced**, including references, on either 8 1/2 x 11 inch or A4 white paper. Allow margins of one inch on all four sides. Type on one side of the paper only.
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:

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2. The second page must include the title of paper and a brief abstract of no more than 150 words substantively summarizing the article.

3. Type everything in upper and lower case letters.

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