

GLOBAL BUSINESS AND TECHNOLOGY ASSOCIATION MANUSCRIPT GUIDELINES

First, all the submissions must be emailed to the GBATA Readings Book Editor. To ensure the quality of the publications, please see the GBATA website at <http://www.gbata.com> for a standard paper template, which provides the basic format of the paper. You may cut and paste your paper into **this standard template**, then make necessary changes.

Second, all the contributors will immediately receive an email acknowledging that the Editor has received his/her paper. If any problems arise, the Editor will promptly inform the contributors for any requested revisions.

Third, the deadline for the final submission is **May 10, 2009**. All contributors will be notified for a second time by email on May 20, 2009, in the form of the GBATA paper contents. It is the responsibility of the contributor to check the GBATA contents and promptly notify the Editor if his/her paper is missing.

Please complete your final paper according to the guidelines as detailed below and email it to the GBATA Readings Book Editor as an attached file in Microsoft Word. The GBATA Readings Book will be published on fine white paper size 8.5" by 11".

INSTRUCTIONS

BASE FONT

Times New Roman (Scalable) **Point size: 10**

This is an example of the font used for this paper. Special instructions are enclosed to assist you in setting up your paper. These instructions have been added for those people who are not familiar with the Microsoft Word processing program.

MARGINS

All paragraphs should be indented with a tab of .5 inches. You must leave a space between each paragraph. Set your margins as follows:

Left Margin: 1" Right Margin: 1"

Top Margin: 1" Bottom Margin: 1.25"

SPACING

Single space the body of the paper. Double-space before and after first-level and second-level headings. Triple-space between the title and before and after the author's name.

STYLE

You may refer to the Journal of Global Business and Technology (www.gbata.com) for the required style.

PAGE NUMBERS

The page numbers should *not* be in the paper.

TITLE

The title should be in all capital letters, bold-faced and centered at the top of the first page. In Microsoft Word, the size of this title can be changed using the font key. For our purposes the title of the paper should be "SIZE 18". For example:

THE TITLE IS SIZE 18 PT.

AUTHORS

The author(s) and affiliation(s) should be centered, in bold-faced, single-spaced, and should begin on the third line below the title. Do not use titles such as Dr. or Assistant Professor. Etc. The size of the name(s) should be 14 pt. font. For example:

**John Doe
University of Rome, Italy**

If multiple authors have the same affiliation, please use one listing of the affiliation in the following format:

**John Doe and Jane Smith
University of Rome, Italy**

ABSTRACT

Begin the paper with an abstract of approximately 100 words. The text of the abstract should be italic font. If you do not know how to change the font, refer to the Special Instructions. The word **ABSTRACT** should be typed in all capital letters, bold-faced, size 16 pt. font, and centered on the third line following the author(s) and affiliation(s)

HEADINGS

First-level headings should be centered, bold-faced and in all capital letters. The size of first-level headings is 16 pt. font. For example:

INTRODUCTION 16 PT.

Second-level headings should be flush with the left margin, bold-faced, and in upper and lower case letters (*NOT all caps*). The size of second-level headings is 14 pt. font. For example:

Second-Level Headings are in 14 pt.

BODY

The body of the paper should be *single-spaced* and should follow the abstract. Be sure to use a first level heading of some type after the abstract and before the first paragraph of the body of the paper to clearly separate the two. In addition, the body of the paper should be both left and right justified. Microsoft Word calls this "Justify". Please see the BASE FONT instructions.

THE INTRODUCTION IS IN 16 PT.

Sales force turnover is one of the greatest concerns of businesses today. Training programs for sales people are very costly and are driving the profit margins for many businesses into a low level.

EQUATIONS

All equations should be placed on separate lines and numbered consecutively, with the equation numbers placed within parentheses and aligned against the left margin. Make sure that they are unique. You may create equations using a graphing program and import the equations as jpeg images.

APPENDICES

Appendices should immediately follow the body of the paper and precede the references. The appendices should be bold-faced. The word APPENDIX should be centered above the appendix, in 16 pt. font, bold, and caps. If there is more than one appendix, number each consecutively as "APPENDIX A, APPENDIX B," etc., and change the title "APPENDIX" to "APPENDICES."

REFERENCES

When citing references in the text, use the author's last name and the year of the paper's publication. For example:

Smith (2007) discussed the possibilities of...

REFERENCES IN 16 PT.

The bibliography should include those references cited in the text of the paper and should be titled **REFERENCES**. This first level heading must be all in capital letter, boldface 16 pt. font. References should be typed in alphabetical order and should be listed on a separate page at the end of the paper. A line must be skipped between references. For example:

Delener, N., *Strategic Planning and Multinational Trading Blocs*. Westport, Connecticut: Greenwood Publishing Group, Inc., 1999.

Drucker, P. F. "What Makes an Effective Executive," *Harvard Business Review*, Vol. 82, Iss. 6, (June 2004): 58-63

Gifford, D. Jr., "How Much Autonomy Is Enough." *Harvard Business Review*, Vol. 76, No. 1 (1998): 11-12.

FOOTNOTES

Footnotes will not be used. You may use endnotes instead, put them after references.

EXHIBITS AND FIGURES

Exhibits and tables must be typed using Microsoft Word table format. Insert tables as close as possible to the citations within the context. Headings should be centered, bold-faced, and in title cases above the exhibit. The size of the heading for each exhibit should be 10 pt. font. For example:

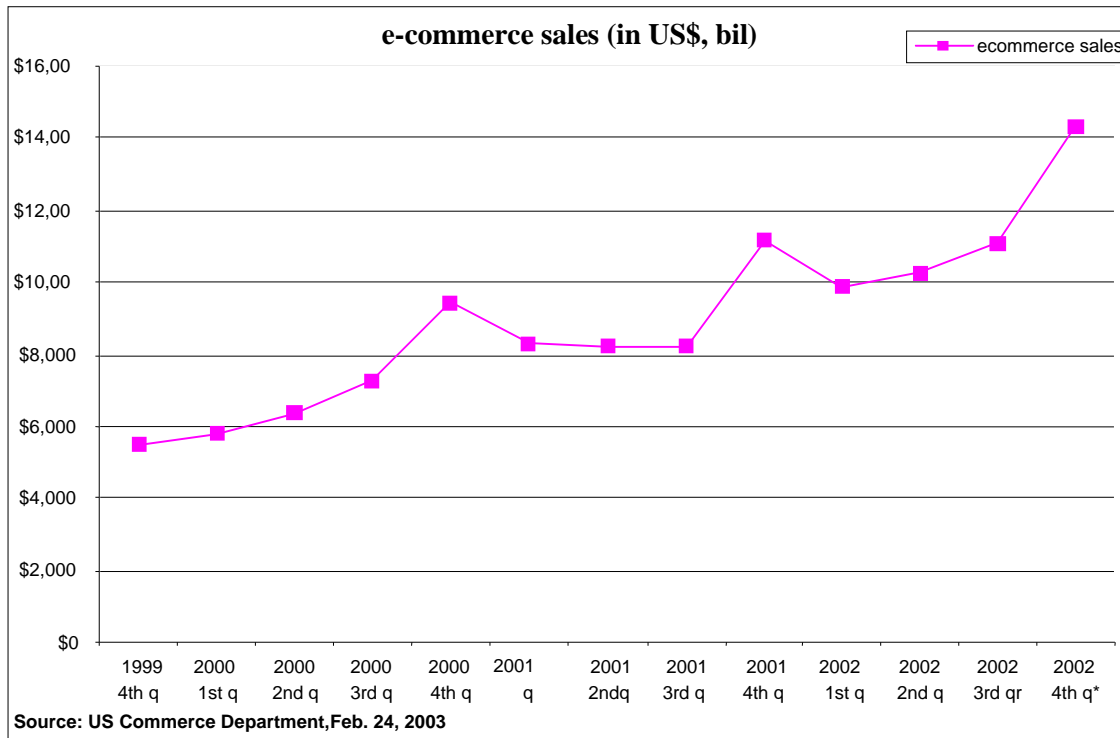
Table 1: E-commerce sales trend [size 10]
(in millions of US dollars)

	Total retail sales	E-Commerce	q-q % change in e-commerce
2001 4th q	\$856,285	\$11,178	35.7
2002 1st q	\$743,810	\$9,880	-11.6
2002 2nd q	\$825,243	\$10,265	3.9
2002 3rd qr	\$827,461	\$11,061	8
2002 4th q*	\$869,588	\$14,334	29.3

Source: <http://www.census.gov/mrts/www/current.html>, US Commerce Department, February 24, 2003.

Figure may also be included. However, make sure that you use jpeg or other graph format that make the figure unique. Do **NOT** create any figure with Microsoft Word, since Word will distort the figure. For example, the following figure is made by using graph is Microsoft Excel and importing it into Word. You may also import jpeg format graphs. This way, the graph stays intact.

E-commerce sales in the US in the past quarters



IMPORTANT ADDITIONAL INFORMATION

Correct spelling, grammar and punctuations are the responsibility of the author(s). No corrections will be made by the Readings Book Editor. Therefore, all papers must be perfected before submission. Please make sure that you identify yourself and paper number when submitting your paper to the editor.

Deadline: May 10, 2009

Readings Book Editor

Dr. Leonora Fuxman
Department of Management
The Peter J. Tobin College of Business
St. John's University
8000 Utopia Parkway
Queens, New York 11439
Email: fuxmanl@stjohns.edu

PLEASE READ CAREFULLY

Note that all participants must register within ten days of notification of their participation in the program. In addition, each paper should have a separate, registered author.

Papers submitted for publication in the GBATA Readings Book may not exceed *eight* pages, including all references, exhibits, and figures. There will be a **\$30.00** charge for each page exceeding the *eight* page limit. The charge should be remitted as a separate check along with the standard registration fee. Please address the check(s) to the *Global Business and Technology Association*.

It is important to understand that a paper should include the reference section, and if applicable, exhibits. Otherwise, they will not be published along with the paper. The author(s) must send the paper as he/she wishes it to appear to the Readings Book Editor. Again, please email the paper as an attached file in Microsoft Word.

Papers that are not in conformity with the above guidelines and deadlines will be returned to the authors for a revision. The authors must resubmit the papers within one day upon the returns of their papers.