

**Title of the article [Times New Roman, 16, bold, sentence case, centred]**

[1 enter]

**First Name [Times New Roman, 12, bold, capitalized, centred]**  
**LAST NAME [Times New Roman, 12, bold, uppercase, centred]**

*Name of the University, City/State, Country [Times New Roman, 12, italic, capitalize each word, centred]*

*e-mail address [Times New Roman, 12, italic, capitalize each word, centred]*

[1 enter]

**First Name [Times New Roman, 12, bold, capitalized, centred]**  
**LAST NAME [Times New Roman, 12, bold, uppercase, centred]**

*Name of the University, City/State, Country [Times New Roman, 12, italic, capitalize each word, centred]*

*e-mail address [Times New Roman, 12, italic, capitalize each word, centred]*

[1 enter]

**Abstract. [Times New Roman, 11, bold, capitalized, justified]** *The content of the abstract should have 200 - 300 words. The Abstract is written with Times New Roman 11, italic. The text is justified and single-spaced (spacing 1). The abstract must include sufficient information for readers to judge the nature and significance of the topic. The abstract should be structured as follows: a) a brief introduction into the topic of the paper; b) an overview of the current state of the scientific literature on the topic; c) a presentation of research methodology and research questions; c) presentation of main results and the implications for the field; d) highlights of the contribution brought by the paper to the field of studies. With respect to the page number, please leave it as it is! [Times New Roman, 11, italic, justified]*

**Keywords:** The keywords should be 5-7. They should be listed in decreasing order of importance, and they should be consistent with the title and the abstract.

*The entire paper will be written using Times New Roman font type, 12 point, alignment: justify, line spacing: 1.*

*The paragraphs will have one tab indentation, or 1.27 cm.*

*Page margins: all margins should be set at 2.50 cm.*

**The article should be no longer than 16 pages including all parts: text, notes, tables, charts, pictures, schemes and references. Complying with the ESPERA 2020 template is mandatory!**

## **Introduction [Times New Roman, 14, bold, capitalise first word, justified]**

Introduction contains all the necessary ideas to introduce the reader in the topic of the paper and the research performed by the author. It shows the importance of the subject and the approach used by the author in dealing with it. It is necessary for the author to formulate clearly the research question and the main hypotheses considered in this research.

## **Literature review [Times New Roman, 14, bold, capitalise first word only, justified]**

*Subtitle [Times New Roman, 12, bold, Italic, capitalize first word, justified]*

*Sub-subtitle [Times New Roman, 12, Italic, capitalize first word, justified]*

**The first paragraph starts exactly at the left margin – indentation none.**

In this section, the author must provide the necessary background literature for explaining the state-of-the-art in the domain of the present research. The author should consider all significant references and make a synthesis of the different viewpoints expressed by different authors. Also, the author should provide the working definitions of the basic concepts used in the paper, and the main ideas, models or theories found in the literature related to the present research. The literature review should reveal the gap between the extant literature and the new perspective or model presented in the paper.

## **Methodology [Times New Roman, 14, bold, capitalise first word, justified]**

This section contains the research methods used by the author, the main research hypotheses, and the arguments for defining them. The

author should explain the qualitative and quantitative methods used and how the research has been designed and performed.

The author should make references to some previous research similar to the present one, if that is the case. Also, the author should mention the software programs used for processing statistical data, if it is the case.

## Results and discussions

In this section the author presents the main findings of his/her research. It is important to use critical thinking in order to analyze realistically the results obtained, and how the research hypotheses have been validated or not. Also, it is important to compare results of present research with results obtained in similar research, by using the literature in the domain. If the paper presents a theoretical model or theory, the discussion should be about the way the new conceptual contribution can be applied and how it compares with some similar models or theories.

For a better explanation of the research results the author may use graphical illustrations or tables.

## Figures and tables

*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. Also, all figures and tables must be accompanied by their source. The content of the table should be written in Times New Roman, 10, no formatting. Tables and images should be referred to in the text, the tables should be formatted as below:*

**Table 1. Personality materialism: competing measurement models**  
**[Times New Roman, 11, Italic, centred]**

<b>Model</b>	<b><math>\chi^2</math></b>	<b><i>df</i></b>	<b><i>p</i>- value</b>	<b>CFI</b>	<b>TLI</b>	<b>RMSEA</b>	<b>SRMR</b>	<b>R<sup>2</sup></b>
One-factor	1018.6	189	0.000	0.62	0.58	0.11	0.09	20.2
Four-factor	613.6	183	0.000	0.81	0.78	0.08	0.08	47.9
One-factor	49.2	14	0.000	0.96	0.94	0.09	0.03	44.7

(parceled)								
------------	--	--	--	--	--	--	--	--

Source: Authors' own research. [Times New Roman, 10, aligned to the right].



**Figure 1. Example of figure [Times New Roman, 11, bold, centred]**

Source: www.managementmarketing.ro. [Times New Roman, 10, aligned to the right].

## Conclusion

A conclusion section is required. Conclusions should provide a synthesis of the main contributions of the paper, discussing the importance of the work, and/or suggest possible applications and extensions of the research. Also, the author should indicate some major limitations of the present research.

## References

References should follow the APA referencing style. It is required a strict correspondence between the referenced cited in the text of the paper and the references listed by the end of the paper.

- Andriessen, D. (2006). On the metaphorical nature of intellectual capital: a textual analysis. *Journal of Intellectual Capital*, 7(1), 93-110.
- Aldag, R.J., & Stearns, T.M. (1991). *Management* (2<sup>nd</sup> ed.). Cincinnati, OH: South-Western Publishing.
- Barnes, B.R., Leonidou, L.C., Siu, N.Y.M., & Leonidou, C. (2010). Opportunism as the inhibiting trigger for developing long-term-oriented Western exporter - Hong Kong importer relationships. *Journal of International Marketing*, 18(2), 35-64.
- Barroso, J.M.D. (2013). Speech by President Barroso on the outcome of the European Council meeting on the Multiannual Financial Framework of 7-8 February 2013. Retrieved

- from [http://europa.eu/rapid/press-release\\_SPEECH-13-130\\_en.htm](http://europa.eu/rapid/press-release_SPEECH-13-130_en.htm). -
- Ernst & Young (2011). *The sustainability revolution. Excellence in sustainability reporting awards 2011*. Retrieved from <http://www.ey.com/ZA/en/Services/Specialty-Services/Climate-Change-and-Sustainability-Services/2011---ESR---Main-Page>.
- Nonaka, I., & Takeuchi, H. (1995). *The knowledge-creating company. How Japanese companies create the dynamics of innovation*. Oxford: Oxford University Press.

**All the manuscripts should strictly follow this template. Any submission which is not complying with these guidelines will be rejected on formal grounds!**

## **Recommendations:**

**\*All the articles will be subjected to a double-blind peer review process**

### **Title**

The title of the paper should accurately reflect the content of the article and should be in accordance with the scientific focus of the conference. The title needs to be short (8-10 words) and contain the most important keywords of the article and illustrate the research questions rather than the research methodology. Authors should avoid superfluous words such as “A study of...”, “An analysis of...”, etc.

### **Abstract**

The abstract must include sufficient information for readers to judge the nature and significance of the topic. The abstract should be structured as follows: a) a brief introduction into the topic of the paper; b) an overview of the current state of the scientific literature on the topic; c) a presentation of research methodology and research questions; c) presentation of main results and the implications for the

field; d) highlights of the contribution brought by the paper to the field of studies

### **Keywords**

The keywords should be 5-7. They should be listed in decreasing order of importance, and they should be consistent with the title and the abstract.

### **Introduction**

The introduction is meant to familiarize the reader with the content of the paper by reiterating the keywords. It has to deliver the purpose of the paper, state initial hypotheses, properly summarize the literature, refer to previous research, and in the last it should refer to the aspects that are to be addressed in the body of the article.

### **Body of the article**

The article has to be the result of a research in the fields addressed by the scope of the conference. The structure of the has to be logical and clearly laid out through titles, and subtitles. In order to ease the access of the reader to the content, the article should follow the structure: Literature review, Research methodology (should provide sufficient information to make the research replicable, data collections should be emphasised, sampling appropriate, results should be logically presented, statistics correct, all the analysis should be appropriate), Results and discussion.

### **Conclusions**

Conclusions are necessary and they have the purpose of making a synthesis of the paper, of underlining its importance and contributions, of indicating eventual limitations and future lines of research. The claims in the conclusion section should be reasonable and supported, authors should relate to initial hypotheses; the conclusions should also explain how the article contributes to knowledge advancements.

**The language** should be accurate and well mastered. The editors are not liable for language editing or for the correctness of the research of the authors. This is the responsibility of the authors.

Moreover, authors having their names written in diacritics should pay close attention to the spelling of their name and should make sure they write the authors' names correctly – First Name, LAST NAME. Any errors in spelling their names may be conducive to their being indexed wrongly which can ultimately lead to a potential decrease in the number of citations.

**General editing/formatting requirements:** The body of the article should be written using Times New Roman font type, 12 point, alignment: justify, line spacing: 1. The paragraphs will have one tab indentation, or 1.27 cm. Page margins: all margins should be set at 2.50 cm.