

JOURNAL OF INTERNATIONAL BUSINESS AND ECONOMY

Manuscript Guideline

The manuscript should have 6,000 to 10,000 words, including notes, tables and figures and references, with 100-150 words of abstract and 3-6 keywords in italic on the front page. It should be single-spaced with the font of Garamond 11 points on standard paper with 1-inch margins.

Footnotes should be avoided. It is better to integrate them within the text rather than to put them in a note. If necessary, they should be kept to a minimum and be numbered consecutively throughout the text with superscript Arabic numerals.

Tables and figures should be put on separate pages and should follow the references. Indicate the position of the table or figure. e.g., (Insert Table 1 here). The table or figure should be placed after the first mention in the text, as soon as graphically possible. Authors are responsible for supplying high quality figures.

For references, authors should make certain that there is a complete reference for every citation in the text and that the citations in the text and references are in agreement. Please follow the following formats for citations placed in the text and for references. Examples of citations are as follows: with one author: (Dunning, 1995); with two authors: (Hamel and Prahalad, 1985); with more than two: (Moon, Rugman, and Verbeke, 1998); with more than one source cited together: (Dunning, 1995; Hamel and Prahalad, 1985); with two or more works by one author: (Porter, 1986; 1990); with page number: (World Bank, 1995: 6).



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1. Headings

INTRODUCTION (first heading: Garamond 13, bold, all capital)

Customer relationship outcomes (second heading: Garamond 12, bold, sentence case)

Validity and reliability (third heading: Garamond 12, italic, sentence case)

2. Citations

- A. (Dunning, 1995) or Dunning (1995)
- B. (World Bank, 1995: 6-8) or World Bank (1995: 6-8)
- C. (Hamel and Prahalad, 1985) or Hamel and Prahalad (1985)
- D. (Moon, Rugman, and Verbeke, 1998) or Moon, Rugman, and Verbeke (1998) [at first appearance]
- E. (Moon et al., 1998) or Moon et al. (1998) [subsequently]
- F. (Dunning, 1995, 1998; Hamel and Prahalad, 1985)

3. References

Dunning, J. H. 1995. Reappraising the eclectic paradigm in an age of alliance capitalism. *Journal of International Business Studies* 26 (3): 461-491.

Hamel, G. and C. K. Prahalad. 1985. Do you really have a global strategy? *Harvard Business Review* (July-August): 139-148.

Moon, H. C., A. M. Rugman, and A. Verbeke. 1998. A generalized double diamond approach to the global competitiveness of Korea and Singapore. *International Business Review* 7: 135-150.

Porter, M. E. 1990. *The competitive advantage of nations*. New York: The Free Press.

World Bank. 1995. *World development report: Workers in an integrating world*. Oxford: Oxford University Press.

Porter, M. E. 1986. Competition in global industries: A conceptual framework. In M. E. Porter, editor, *Competition in global industries*. Boston: Harvard Business School Press.

Chin, W. W. and P. R. Newsted. 1999. Structural equation modelling analysis with small samples using Partial Least Squares. In R. H. Hoyle, editor, *Statistical strategies for small sample research*. London: Sage Publications (308-341).

* All the main- and sub-titles in the references should be in a sentence case.

4. Hypotheses / Propositions

Hypothesis 1: A is B when C is D.

Proposition 1: A is B when C is D.

5. Table and Figure

Table 1: Characteristics of responding organizations (Garamond 11, bold)

Figure 1: Conceptual model (Garamond 11, bold)

6. Others

A. i.e., (neither ie nor i.e.)

B. e.g., (neither eg nor e.g.)

C. Please double check the 1:1 mapping between citations in the main body and references.

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