

Requirements to Paper Arrangement

Extent: 12–24 pages of printed text.

Page Size: A4 (210x 297 mm).

Margins: left, right, top, bottom – 20 mm.

Lines: 1st line left aligned – the title of the paper in capital letters align centre (semi-bold font, size 14); 2nd line centered – first name and the last name of the author (font size 14, italic); 3rd line centered – the name of the city, country in parentheses (font size 14); in one line – the body of the chapter (font Times New Roman, size 14, interline spacing 1,15).

Body of Paper (font size 14): paragraph indention – 1 sm.; the text has to be typed without division of words; illustrative material is italicized; definitions of words and phrases are in double inverted commas (" "); the dash (–) and the hyphen (-) should be clearly differentiated; the shortenings (напр., і т. д., XVII ст., e. g., etc., XVII cent.), initials (for example Н.В. Гуйванюк, W.J. Freeman), names of population places (м. Київ, с. Калинівка) should be typed with nonbreaking space (simultaneous combination of keystroke Ctrl+Shift+Space); such shortenings, as e. g. 90-ті, 1-го in the papers in Ukrainian and Russian – with nonbreaking hyphen (simultaneous combination of keystroke Ctrl+Shift+Hyphen); notes should be done automatically (Insert – Note); the references to the literature in the text should be given in rounded brackets, for example: (Abbott 1988, 19; Patton 1990, 237).

List of References (font size 12): in alphabetical order in one line without mentioning "List of References"; for the chapter in Cyrillic the list of references should be given at first in Cyrillic and then in Roman type with sequenced pagination of the sources; for papers in Roman the references should be given at first in Roman type and then in Cyrillic.

For example:

Books:

Abbott, A. (1988), *System of Professions: An Essay on the Division of Expert Labor*, University of Chicago Press, Chicago, IL.

Patton, M.Q. (1990), *Qualitative Evaluation and Research Methods*, 2nd ed., Sage, Newbury Park, CA.

PhD theses:

Castor, G. D. (1962), *The terminology of Pléiade poetics*, University of Cambridge.

A chapter from an edited book:

Bourdieu, P. (1977), "The forms of capital", in Richardson, J.G. (Ed.), *Handbook of Theory and Research for the Sociology of Education*, Greenwood Press, New York, NY, pp. 56-311.

Journal articles:

Baron, R.M. and Kenny, D.A. (1986), "The moderator-mediator variable distinction in social psychological research", *Journal of Personality and Social Psychology*, Vol. 51, pp. 1173-82.

Guthrie, J. and Parker, L. (1997) "Editorial: Celebration, reflection and a future: a decade of AAAJ", *Accounting, Auditing & Accountability Journal*, Vol. 10 No.1, pp. 3-8.

Electronic sources:

Better Business Bureau (2001), "Third-party assurance boosts online purchasing", available at: <http://bbbonline.org/about/press/2001/101701.asp> (accessed 7 January 2002).

Hummingbird (2002), Hummingbird corporate website, available at: www.hummingbird.com (accessed 2 January 2002).

Leeds Metropolitan University (2002), "Business Start-Up@Leeds Met", available at: www.lmu.ac.uk/city/bus_startup.htm

Pitkow, J. and Kehoe, C. (1997), "GVU's WWW user surveys", available at: www.gvu.gatech.edu

Ballantyne, D. (2000), "Dialogue and knowledge generation: two sides of the same coin in relationship marketing", paper presented at the 2nd WWW Conference on Relationship Marketing, November 1999-February 2000, Monash University and MCB University Press, available at: www.mcb.co.uk/services/conferen/nov99/rm/paper3.html

An electronic journal would be referenced as follows:

Swaminathan, V., Lepkoswka-White, E. and Rao, B.P. (1999), "Browsers or buyers in cyberspace? An investigation of electronic factors influencing electronic exchange", *Journal of Computer-Mediated Communication*, Vol. 5 No. 2, available at: www.ascusc.org/jcmc/vol5/issue2/

Conference materials:

Lodi, E., Veseley, M. and Vigen, J. (2000), "Link managers for grey literature", *New Frontiers in Grey Literature*, Proceedings of the 4th International Conference on Grey Literature, Washington, DC, October 4-5, 1999, GreyNet, Amsterdam, pp. 116-34.

Naude, P. and Holland, C. (1998), "Marketing in the information domain", in Halinen-Kaila, A. and Nummela, N. (Eds), *Interaction, Relationships and Networks: Visions for the Future*, Proceedings of the 14th Annual IMP Conference, pp. 245-62.

Stauss, B. and Weinlich, B. (1995), "Process-oriented measurement of service quality by applying the sequential incident technique", paper presented at the Fifth Workshop on Quality Management in Services, EIASM, Tilburg.

Strandvik, T. and Storbacka, K. (1996), "Managing relationship quality", paper presented at the QUIS5 Quality in Services Conference, University of Karlstad, Karlstad.

For example:

**СОВРЕМЕНИТЕ ТЕНДЕНЦИИ ВО ТЕРМИНОЛОГИЈАТА ВО
РЕПУБЛИКА МАКЕДОНИЈА**

Јаготка Стрезовска
(Охрид, Македонија)

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Abbott, A. (1988), *System of Professions: An Essay on the Division of Expert Labor*, University of Chicago Press, Chicago, IL.

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Castor, G. D. (1962), *The terminology of Pléiade poetics*, University of Cambridge.