First Name and Family Name[[1]](#footnote-1)

Affiliated Institution, City, Country

**Title of the Paper (English, 12, Times New Roman, bold)**

**Abstract**

**Purpose**: Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

**Design/methodology/approach:** Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

**Findings:** Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

**Research and practical limitations/implications:** Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

**Originality/value**: Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

**Keywords:** text; text; text; text; text; text; text

1. **Introduction**

This is the first paragraph of the section which should be written in Times New Roman 10 and without indentation. “Body text no indent” style is applicable to the first paragraph of every section or subsection of the paper.

The second and all the following paragraphs of the section should be indented. “Body text indent” style is applicable here.

1. **Title of Section 1**

This is the first paragraph of the section including a run-on quotation which is a short quotation (up to 50 words) embedded into the body text. Run-on quotations are opened and ended with quotation marks e.g. Knowledge management is defined as “the effective learning processes associated with exploration, exploitation and sharing of human knowledge (tacit and explicit) that use appropriate technology and cultural environments to enhance an organisation’s intellectual capital and performance” (Jashapara, 2004, p. 12).

The second paragraph of the section includes a block quotation i.e. a longer quotation (more than 50 words). “Block quotation” style should be applied to format such a quotation.

As a business practice, outsourcing is flourishing in almost every conceivable domain. Organizations today outsource software development, innovation and research and development efforts and even functional areas such as marketing, human resource administration and finance and accounting. Outsourcing of knowledge-intensive work is increasing at an astonishing rate. Just a few years ago, you would never have heard of companies outsourcing their research and development (R&D) areas; today, this is quite common. Moreover, outsourcing R&D even occurs when organizations realize that this is their core competency, i.e. the key differentiator between them and their competitors. The rationale is quite simple – an organization had better seek out and form alliances with companies that have mature processes in place, even in the areas of its core competencies, if it is to take advantage of the added value of mature practices (Power et al., 2006, p. xiii).

1. **Title of Section 2**

This section provides the examples of numbered and bulleted lists. Respectively the “Numbered list” and “Bulleted list” are recommended to format the text e.g.

The following levels and types of strategies are enumerated:

1. Corporate-level strategies:
   1. Single product strategy;
   2. Diversification strategies:

* Related diversification;
* Unrelated diversification;

1. Business level strategies:
   1. Cost leadership strategy;
   2. Differentiation strategy;
   3. Focus (niche) strategies:

* Focus oriented to cost-leadership;
* Focus oriented to differentiation;

1. Functional strategies:

* Production strategy;
* R&D strategy;
* Financial strategy;
* Marketing strategy;
* HRM strategy.

1. **Title of Section 3**

Table 1 below is a sample table. “Table text” style is used to format the table.

**Table 1.** Sample table.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| No. | Variable | N | % | sd | IQR |
| 1. |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3. |  |  |  |  |  |
| 4. |  |  |  |  |  |

Source:

Figure 1 below is a sample figure.

**Figure 1.** Sample Figure.

Source:

1. **Conclusions**

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Text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text, text.

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