

Instructions to Authors

General guidelines for all articles types are given below.

Language

All papers must be written in English. Use either **British or American English** consistently throughout the text. The **authors** bear full responsibility for the quality of the language. We routinely check the language of all accepted articles and if we find it to be inadequate, articles are returned for further corrections.

Tenses

In scientific writing, only two tenses — present and (simple) past — are normally used. So-called “perfect tenses” (e.g. present perfect) should be avoided. Thus, there are the following “tense” rules that should be observed:

- Established knowledge (previous results) should be given in the *present tense*;
- Description of methods and results in the current paper should be in the *(simple) past tense*;
- Presentation (e.g. “Fig. 1 shows the Romanian”) is given in the *present tense*;
- Attributions (e.g. Jones (2005) reported that ...) are given in the *(simple) past tense*.

Formatting basics

File Types: The articles must be supplied as MSWord and PDF documents. Other formats are not acceptable for refereeing and editing purposes.

Text: single-spaced, left-right justified.

Page Layout: papers **must** be formatted on 17,6cm x 25cm or Envelope B5 paper format.

Margins: the margins of paper must be **exactly** as follows:

- Top margin: 2,2cm
- Left margin: 1,8cm
- Right margin: 1,8cm
- Bottom margin: 2,2cm
- Header: 1,5cm
- Footer: 1,5cm

Indentation: the first line of each paragraph should be indented 1,27cm from the left margin.

Page Numbers: do not number any page on your paper.

Page Minimum: 6 pages

Page Maximum: 20 pages, properly formatted and inclusive of title, abstract, keywords, text and references.

Papers that deviate from these measurements will not be published.

Units

All measurements must be given in The International System of Units (SI) or SI derived units. Please go to the Bureau International des Poids et Mesures (BIPM) website at http://www.bipm.org/en/si/si_brochure/ for more information about SI units.

Fonts

Papers published in Annals of the „Dimitrie Cantemir” Christian University, “Series: Economy, Commerce and Tourism” must be formatted using the Times New Roman fonts so that all papers in the proceedings have a uniform appearance. The body text should be single spaced, left-right justified, in 11 point, with 12 point for headings.

Enumerations

Enumerations must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 0,95cm from the left margin, hanging 0,3cm. Next level must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 1,5cm from the left margin, hanging 0,3cm.

e.g.:

- Enumerations must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 0,95cm from the left margin, hanging 0,3cm; Enumerations must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 0,95cm from the left margin, hanging 0,3cm;
 - Next level must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 1,5cm from the left margin, hanging 0,3cm; Next level must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 1,5cm from the left margin, hanging 0,5cm;
 - Next level must be formatted using the Times New Roman fonts, 11 point, justified and should be indented 2,1cm from the left margin, hanging 0,3cm;

Technical Terms, Acronyms or Abbreviations

Abbreviations and acronyms may be used where appropriate, but must always be explained in parenthesis after their first occurrence. Ensure that the spelling of names, terms, and abbreviations is consistent, including in tables and figure legends.

Figures and Tables

Figures and tables should be placed throughout the paper near the place where they are first discussed. Do not group them together at the end of the paper. The titles should be Times New Roman, 11 point font, centred and the table text should be Times New Roman, 10 point font. Appropriate scales should be used and sources should be quoted for all figures and tables. Words contained in figure and tables titles should be written out in full, not abbreviated.

Figures (the term “figure” refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photographs, illustrations and Web shots, among others).

- If figures are used, these should be referred to specifically in the text of the paper.
- Number figures consecutively using Arabic numerals.
- Each figure should have a short descriptive title and should be accompanied by a concise legend containing sufficient detail to make the figure easily understood without reference to the text.
- All graphical figures must contain clear and concise *x* and *y* axis labels, including units of measurement.
- The journal is printed in black-and-white. Therefore, we prefer that you supply your figures in greyscale.
- Abbreviations should be avoided in figures. If abbreviations or symbols are used in the figures they should be explained in the figure legend, if they have not been explained in the key.

Tables

- If tables are used, these should be self-explanatory and not duplicate data given in the text or figures. Aim for maximum clarity when arranging data in tables.
- Number the tables consecutively using the Arabic number (e.g., Table 1) in the order in which they appear in the text and ensure that all the tables are cited in the text in the correct order.

- Each table should have a short descriptive title and sufficient experimental detail in a legend immediately following the table to be understandable without reference to the text.
- To format the table columns, use the **table function** in your word-processing program.
- Do **not** use the space bar to separate columns, and do **not** use Excel to create tables.
- Each column in a table must have a heading.
- Column headers will not incorporate abbreviations and should be brief, with units of measurement in parentheses.
- If a table cell is to be left empty, please type a hyphen (-) in it.
- Please do not treat simple, **one-column lists** as tables, but instead set them as part of the running text. Use the displayed list function in your word-processing program.

Equations

- Formulas/equations of the type $a^2+b^2=c^2$ can be written as normal text, but should appear on separate lines. If the equation is part of a sentence, the equation itself should end with a punctuation mark (not after the equation number).
- Formulas/equations are numbered starting from 1. The number is given in parentheses as right aligned text next to the formula/equation.

$$(a+b)^2 = a^2 + 2ab + b^2 \quad (1)$$

- For all other equations, please use the Microsoft equation editor, and insert the graphic into your text file as an object. Prepare the whole equation in this way and not just part of it.

$$T_s = \frac{T_b}{1 + (\lambda T_b = \pi r^2 b / \alpha) \ln \epsilon} \quad (2)$$

Numbers

When used in the text, numbers from one to nine should be written in words, with other numbers and decimals expressed in figures (except at the beginning of a sentence). If the number is followed by a measurement, a numeral should be used: 18 kilometres, 150 tonnes etc. Very large numbers should be expressed as, for example, 3.2 million rather than 3,200,000. The traditional method of using a comma between numbers with more than three numerals should be used. Percentages should be expressed as: 75 per cent (per annum) not 75% (p.a.), except in tables, and figures. With decimals, always use a zero before numbers less than unity: 0.23, not .23. Fractions must be written in words (e.g. three-quarters). When referring to numbers in sequence, avoid unnecessary repetition: 204–9, and not 204–09.

Time periods and dates

Use: nineteenth century; 20 years; the 1920s (no apostrophe). Use 1901–10, not 1901–1910. Use 1901/02 for the financial year. Dates should be given as July 1944 or 22 July 1944 (no commas) in the text, and 22/7/1944 in tables and figures.

Title

Titles are often used for identification by readers, libraries, indexing services, and data retrieval services; therefore keep the title descriptive and brief. Avoid clichés and slang. The paper's title must be typed in Times New Roman, 14 point font, centred, single space, "Capitalize Each Word" except articles, conjunctions and prepositions. Abbreviations should not be used in the title.

e.g.

Effects of Financial and Economical Crisis in Romanian Media and Advertising Industries

Abstract

The abstract is what readers will use when they are deciding whether to read the article. For this reason the abstract is very important and must be accurate as a reflection of what is in the article. The abstract must be self-contained, without abbreviations, footnotes or references. It must make sense on its own and should contain a complete description of your research. It must not simply be a shortened version of the introduction or conclusion, nor must it contain mathematical symbols, abbreviations, references or footnotes.

The abstract must not exceed 200 words, and must be structured, using the following sections:

- **Background:** A simple opening sentence or two placing the work in context.
- **Aims:** One or two sentences that state the **primary objective** and any hypothesis tested.
- **Method(s):** One or two sentences that describe the **research design** and your reasons for adopting that methodology; state the **methods and procedures** employed.
- **Results:** One or two sentences that indicate the **main outcomes and results**.
- **Conclusions:** One or two sentences that might be drawn from these data and results, including their implications for further research or application/practice.

The abstract is to be placed immediately below the title, typed in single spacing, and indented 1,27 cm from the left margin.

Keywords

The purpose of keywords is to provide a very rapid classification for the author's paper. Below the abstract, authors should provide 3 to 5 keywords or short phrases synonyms and closely related words relative to the paper's topic and classification that will assist indexers in cross-indexing the article and that may be published with the abstract. The keywords may differ from the actual text used in the title and abstract, but should accurately reflect what the article is about.

e.g.

Keywords: crisis, media, advertising;

J.E.L. Classification:

The abstract should be followed by up to two JEL classification codes that shall be written in accordance with the *Journal of Economic Literature* (J.E.L.). The authors shall visit http://www.aeaweb.org/journal/jel_class_system.php for rapid guidelines.

e.g.

J.E.L. Classification: L82, M37;

The main body of text

The main body of a paper should begin on the page following the abstract. There are no stringent rules regarding the use of specific headings, but the general guideline is to organize text to include the following sections: **Introductory section, Literature Review, Theoretical Background, Paper content and Conclusions.**

1. Introduction

The introduction shall have a page at the most, however not less than half a page. The text must provide answers for four questions. (1) What matter does the paper cover? (2) Why is the studied matter important? (3) How does the author intend to answer to this matter? (4) What is the relation between the paper and the already existent specialized literature? This introductory section shall be written clearly, and any confusion in communicating the four answers might result in paper rejection. (Times, 11)

2. Literature Review

This section must comprise referrals to specialized literature, compared against the paper's subject, emphasizing the most important and relevant contributions on which the author will ground his/her argumentation. In the reviewing process there shall be taken into consideration the share of referrals to papers published in international journals recognized by the scientific community. This section must stress the fact that the author is familiar with the knowledge level in the studied area, that he/she has sufficient scientific training, allowing him/her to have a pertinent opinion over the studied issues.

3. Theoretical Background

This section describes the research plan and presents the materials or subjects and the used theoretical tools (if the case): methods, models, calculation formula. Also, any potential statistic data will be referred to, as well as their source and processing manner.

4. Paper content (headline depending on the specific of the approach subject)

In this section (or set of sections, as the case might be) the author shall present and support the results he/she intends to communicate by means of the paper. Avoid the use of footnotes and repetition between sections.

For the purposes of clarity, differentiated levels of subheading may be used, like the following:

e.g.

4. Heading 1. (Times, bold, 12)

4.1. Heading 2. (Times, bold, italic, 12 and should be indented 0,5cm from the left margin)

4.1.1. Heading 3. (Times, italic, 11 and should be indented 1cm from the left margin)

Conclusions

The conclusions section shall cover three elements: (1) it shall summarize the main outcomes in a clear logical sequence; (2) it shall undertake the implications of such outcomes; (3) suggestions for future researches. (Times, 11)

Referencing systems

There are a number of systems for the citation of references. Scholars interested in publishing their work in Annals of the „Dimitrie Cantemir” Christian University, “Series: Economy, Commerce and Tourism” are urged to use the alphabetical/name-date system, in a particular style, known as the **Harvard style** published by Anglia Ruskin University. The guide can be found online [here](#).

Citation is the practice of referring to the work of other authors in the text of your essay, report or other assignment. Such works are cited to show evidence both of the background

reading that has been done and to support the content and conclusions.

Any in-text reference should include the author's name followed by the year of publication of their work. Depending on the nature of the sentence/paragraph that is being written, references to sources may be cited in the text in the following manner:

e.g.

This approach has been supported in the work of Popescu (2009) and Georgescu (2010).

or

Popescu (2010) have shown that

For all citations a **reference list** must be included at the end of the paper, in alphabetical order by authorship with date. The reference list will also include the full detail of the document.

A **bibliography** states relevant items that you have used in the preparation of the assignment but **not necessarily cited** in your text.

An in-text reference should include the author's name followed by the year of publication of their work.

e.g.

A new approach (Popescu, 2010) has changed traditional view

or

A new approach (Popescu and Georgescu, 2010) has changed traditional view

The required elements for reference list and bibliography are:

- **For books with one author**

Author, Initials., (Year). *Title of book*, Edition (only include this if not the first edition), Publisher, Place of publication (this must be a town or city, not a country), pp.

Reference

Keller, K., L., (2003), *Strategic Brand Management: building, measuring, and managing brand equity*, 2nd edition, Prentice-Hall International (UK) Limited, London, pp. 59, 75;

- **For books with two, three or four authors** (the names should all be included in the order they appear in the document)

Authors, Initials., (Year). *Title of book*, Edition (only include this if not the first edition), Publisher, Place of publication (this must be a town or city, not a country), pp.

Reference

Kotler Ph., Keller K., L., (2006), *Marketing Management*, 12th edition, Prentice Hall, Upper Saddle River, New Jersey, pp. 308

- **For books with more than four authors** (use the first author only with surname and initials followed by **et al.**)

Authors, Initials. **and** et al., (Year). *Title of book*, Edition (only include this if not the first edition), Publisher, Place of publication (this must be a town or city, not a country), pp.

Reference

Grace, B. et al., (2006), *A history of the world*, 8th edition, Princeton University Press, New Jersey, pp. 36

- **For E-books** (accessed through a password protected database from the University Library)

Authors, Initials., (Year). *Title of book*, (type of medium), Publisher, Place of publication (this must be a town or city, not a country), followed by "Available through:" include e-book source/database, web address or URL, accessed date.

Reference

Fishman, R., (2005). *The rise and fall of suburbia*, (e-book), Chester: Castle Press, available through: Anglia Ruskin University Library, <http://libweb.anglia.ac.uk>, accessed 5 June 2005.

- **For an e-book freely available over the internet and PDF version of a Government publication or similar which is freely available**

Authorship, (Year). *Title of book*, (type of medium), Publisher, Place of publication (if known), followed by "Available at:" include web address or URL for the e-book or the actual pdf, accessed date.

Reference

Department of Health, (2008), *Health inequalities: progress and next steps*, (pdf), Department of Health, London, Available at: http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_085307, accessed 9 June 2008.

- **For journal articles**

Author, Initials., (Year), Title of article. *Full Title of Journal*, Volume number (Issue /Part number), Page numbers.

Reference

Corstjens, M., Lal, R., (2000), Building store loyalty through store brands, *Journal of Marketing Research*, 37 (3), pp. 281-292.

- **For journal articles available from a database (For journal articles from an electronic source accessed through a password protected database from the University Library)**

Author, Initials., (Year), Title of article. *Full Title of Journal*, (type of medium), Volume number, (Issue/Part number), Page numbers if available. Available through: name of database, accessed date.

Reference

Bergés-Sennou, F., Bontems, P., Réquillart, V., (2004), Economics of Private Labels: A Survey of Literature, *Journal of Agricultural & Food Industrial Organization*, (e-journal), 2 (3), available through: Blackwell Science Synergy database, accessed 12 June 2005.

- **For magazine or journal articles available on the internet (for an article from a web based magazine or journal, which is freely available over the web)**

Authors, Initials., (Year), Title of article, *Full Title of Magazine*, (online), available at: web address (quote the exact URL for the article), accessed date.

Reference

Stanley, J., (2006), Brands versus private labels: The advantages of private labels, *Retail Industry*, (online), available at http://retailindustry.about.com/library/uc/02/uc_stanley3.htm, accessed 5 May 2010.

- **For journal abstract from a database (for a journal abstract from a database where you have been unable to access the full article)**

Authors, Initials., (Year), Title of article, *Full Title of Magazine*, (type of medium), Volume number, (Issue/Part number), Page numbers if available, abstract only, available through: name of database, accessed date.

Reference

Bergés-Sennou, F., Bontems, P., Réquillart, V., (2004), Economics of Private Labels: A Survey of Literature, *Journal of Agricultural & Food Industrial Organization*, (e-journal), 2 (3), abstract only, available through: Blackwell Science Synergy database, accessed 12 June 2005.

- **For newspaper articles**

Author, Initials., (Year), Title of article or column header, *Full Title of Newspaper*, Day and month before page number and column line.

Reference

Enea, A., (2010), Romania's country brand slogan is difficult to decode and can generate confusion, *Ziarul financiar*, 8 August, p. 3b;

- **For online newspaper articles**

Author or corporate author, (Year), Title of document or page, *Full Title of Newspaper*, (type of medium), Additional date information, available at: (name of database). (accessed date).

Reference

Bird M., Pol A., Smadeanu A., M., (2006), Romania's makeover strategy, *The Diplomat* – Bucharest, (online), available at <http://www.thediplomat.ro> accessed 20 September 2010.

Reference list and bibliography must be typed in Times New Roman, 10 point font. Do not use the footnote or endnote tool of your word processor to generate the reference list. Articles that contain footnotes as references may be returned without peer review.