



**Graduate  
School of Management**

St. Petersburg University

**GSOM Emerging Markets Conference-2016  
St. Petersburg, Russia, 6-8 October 2016**

**Doctoral Colloquium  
St. Petersburg, Russia, 4-5 October 2016**

### **Conference Guidelines for Authors**

**Before sending your papers, please read carefully and adhere strictly to the  
GUIDELINES!**

**Papers that do not meet requirements will be deleted from the system.**

Conference invites electronic submissions of structured abstracts, which should be sent in PDF format **no later than May 11, 2016** via [registration form](#).

#### ***Submission rules***

- Authors may submit more than one paper, **but only one can be accepted with you as a main author.**

**An author can submit and present only one paper as a first author.**

For multiple submissions:

- Submit one paper with you as a main author
- The other paper(s) should be submitted with you named as second/third etc., co-author.

- Acceptance of a paper implies that **at least one of the authors will attend the conference and present the paper.**
- **Please make sure to mention your co-authors names on submission.** Co-authors' names will be published in the programme and conference proceedings exactly as you have indicated when you submitted your paper. **No changes can be made after the submission deadline.**

#### **Format & Process**

- **All papers are limited to 7200 symbols (everything included: the cover / title page, references, and appendix, tables and figures).** The first (1) page should include the title, abstract (maximum of 100 words or 10 lines), keywords.
- Papers should include a clear indication of the purpose of the research, research methods, major results, implications and key references.

**The paper submitted is the final version. Revised versions are not accepted.**



### **Paper Format**

#### **Papers should be:**

- Single spaced throughout
- Times New Roman 12-point font (except for title which should be Times New Roman 14-point font)
- A4 size page formatting
- 2.5 cm margins on all sides

#### **Content order for the paper:**

- **Page 1 (1 page)** (SHOULD include the author (s) name (s) on the title page and institutional identifying information. The title should be followed by an **abstract of 100 words or ten lines maximum** summarizing the main aim (s) findings and conclusions of the research.  
The next line should contain the **keywords**.
- **Body** of the paper including tables, figures, footnotes and technical details if required such as mathematical proof or development.
- References.

**The paper is limited to 7200 symbols (everything included: the cover / title page, references, and appendix, tables and figures).**

- **Page 1 - Title Page**

**Title (centred, bold and times new roman 14-point font)**

**The author(s) name(s) and institutional identifying information** (left justified, bold and times new roman 12-point font maximum)

**Abstract** (left justified, bold and times new roman 12-point font maximum 100 words and ten lines)

Compliance to the line limit is required to facilitate standardisation of the publication of the proceedings book. (At the start of each new paragraph or section you should indent the first line as in the example given).

**Keywords:** (left justified, italic and times new roman 12-point font)



- **Main body of the paper**

## **Headings and sub-headings**

### **1. Major headings**

Should be numbered sequentially, left justified and bolded. The first letter of each major word should be capitalised and all of the other words should be in lower case. Two single space lines should precede and one single space should follow a major heading.

#### *1.1 Sub-headings*

Should be numbered according to the main heading, left justified, in italics. One space line should precede and follow a sub-heading. Only the first letter of the first word should be capitalised.

##### *1.1.1 Sub sub-headings*

You should avoid the use of sub sub-headings unless absolutely necessary. If you use sub sub-headings they should be numbered according to the main heading, left indented, in italics. One space line should precede and follow a sub sub-heading. Only the first letter of the first word should be capitalised.

## **Figures and tables**

- Should be integrated within the text as soon as possible after they have been cited.

## **Footnotes**

- At the bottom of the page should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.

## **Formulae**

- Displayed formulae should be numbered consecutively throughout the paper as (1), (2), etc., against the right hand margin of the page.

## **References**

For full details see the author's guidelines of the International Journal of Research in Marketing

[http://www.elsevier.com/wps/find/journaldescription.cws\\_home/505550/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/505550/authorinstructions)

*References to publications in the text* should follow APA style. They should include the author's name (s) and year of publication. There are two methods that can be used

When the name is mentioned in the text.



### *Examples*

#### **For publications by one author:**

*Either:* (a) as Smith (1999) reported or (b) This problem has been previously studied (Smith, 1999).

#### **For publications by two authors:**

*Either:* (a) as Smith and Jones (1999) reported or (b) This problem has been studied previously (Smith & Jones, 1999).

#### **For publications by three to five authors:**

For the first instance the reference is mentioned, use *either:* (a) as Smith, Jones, White, and Brown (1999) reported or (b) This problem has been studied previously (Smith, Jones, White, and Brown, 1999). For subsequent references within the same paragraph the year may be omitted.

#### **For publications by more than five authors:**

*Either:* (a) as Smith et al. (1999) reported or (b) This problem has been studied previously (Smith et al., 1999).

For works without author (s), list the title of the work rather than the author (s).

*Bibliographic references:* should follow the APA-style of referencing.

Examples of the APA-style are as follows:

(a) *Journal-type publications:*

#### **Reference to an article in a journal:**

Paivio, A., Jansen, B., & Becker, L.J. (1975). Comparisons through the mind's eye. *Cognition*, 37 (2), 635-647.

#### **Reference to a journal supplement:**

Yuen, A.W.C. (1994). Lamotrigine: a review of antiepileptic efficacy. *Epilepsia*, 35 (Suppl. 5) S33-S36.

#### **Reference to an article in a periodical or newspaper:**

Richardson, J.D. (1998, July 15). Evidence for periodic reconnection at Uranus. *Fort Worth Star-Telegram*, p. E1.

#### **Reference to a special issue (when the special issue itself has a title):**

Glaser, R., & Bond, L. (Eds.). (1981). Testing: Concepts and research [Special issue]. *American Psychologist*, 36 (10).



**References to a special issue that is also conference proceedings:**

Yasuda, N., Takagi, S.-i., & Toriumi, A. (1997). Special shape analysis of infrared absorption of thermally grown silicon dioxide films. *Applied Surface Science*, 117-18(June II), 216-220.

Note APA style does not support conference details.

**References to an article in a language other than English:**

Assink, E.H.M., & Verloop, N. (1977). Het aaleren van deel-gheel relaties [Teaching part-whole relations]. *Pedagogische Studien*, 54, 134-142 (in Dutch).

(b) *Books: monographs:*

**Typical book entry:**

Strunk, W., Jnr & White, E.B. (1979). *The elements of style* (3<sup>rd</sup> ed.) New York: Macmillan.

**Books without authors:**

*College bound seniors*. (1979). Princeton NJ: College Board Publications

**English translation of a book (if the original title is not given):**

Luria, A.R. (1969). *The mind of mnemonist* (L. Solotorof, Trans.) New York: Avon Books. (Original work published 1965).

(c) *Edited books:*

Letheridge, S., & Cannon, C.R. (Eds.). (1980). *Bilingual education: Teaching English as a second language*. New York: Praeger.

**An article in a proceedings book or a chapter in an edited book:**

Chaddock, T.E. (1974). Gastric emptying of a nutritionally balanced liquid diet. In E.E. Daniel (ed.), *Proceedings of the fourth international symposium on gastrointestinal mobility* (pp. 83-92). Vancouver, BC: Mitchell Press.

**An edited book within a book series:**

Adams, M.J., Briscoe, B.E., & Sinha, S.K. (1994). Interface frictions and energy dissipation in soft solid processing applications. In D. Dowson (Series Ed.) & D. Dowson, C.M. Taylor, T.H.C.M. Godet, & G. Dalmaz (Vol. Eds.), *Tribology series: Vol. 27. Dissipative processes in tribology* (pp. 223-234). Amsterdam: Elsevier.

**A book series that publishes over more than one year:**

Wilson, J.G., Fraser, F.C. (1977-78). *Handbook of teratology* (Vols. 1-4). New York: Plenum Press.

**An article in an edited book, reprinted from another source:**



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Sluzki, C.E., & Beaun, J. (1977). Symmetry and complementarity. In P. Watzlawick, & J.H. Weakland (Eds.), *The interactional view* (pp. 71-87). New York: Norton. (Reprinted from *Acta Psiquiatrica y Psicologica de America Latin*, 11, 321-330 (1965)).

(d) *Electronic publications*

**Paper to be published in a regular journal on a preprint server:**

Yu, F., & Wu, X.-S. (1992). non linear current algebra in the  $SL(2,R)/U(1)$  cost model. *Physical Review Letters*, 68, 2995-2999. Available as hep-th/9112009 from <http://xxx.lanl.gov/list/hep-th/9112>.