

## ORIGINAL SCIENTIFIC PAPER

### Instructions for original scientific paper:

Your paper should be consisted of following general sections:

Numeration	Headings
1	Introduction
2	Materials and Methods
3	Results and Discussion
4	Conclusions
	Acknowledgement (optional)
5	References

### What goes into each section?

Paper headings	What it should contain?
<b>1. Introduction</b> (Font Arial 11)	<ul style="list-style-type: none"> <li>➤ Explain <b>why this is an interesting or important question/s (research)?</b></li> <li>➤ What was the <b>aim of the research?</b></li> <li>➤ Describe the approach used in sufficient details (that a reader who is not familiar with the technique will understand what was done and why),</li> <li>➤ Introduce the question/s tested by the experiments described in the paper,</li> <li>➤ Text in Arial font 10.</li> </ul>
<b>2. Materials and Methods</b> (Font Arial 11)	<ul style="list-style-type: none"> <li>➤ This section should contain a description of the materials used and methods employed in form which makes the results reproducible, but without detailed description of already known methods.</li> <li>➤ Text in Arial font 10.</li> </ul> <div style="background-color: #e0e0e0; padding: 5px; margin-top: 5px;"> <p style="text-align: center; margin: 0;"><b>Important notes:</b></p> <ul style="list-style-type: none"> <li>➤ <b>The details of a published protocol do not need to be reproduced in the text but an appropriate reference should be cited</b> - e.g., simply indicate "as described by Joyeux R., and George M., [1]". Any changes from the published method or protocol should be described.</li> <li>➤ <b>Do not quote or cite the methods from manual or book!</b></li> <li>➤ If applicable, provide a brief description of statistical tests you have used (<b>statistics are methods!</b>)</li> </ul> </div>

<p><b>3. Results and Discussion</b> (Font Arial 11)</p>	<p><b><u>Results</u></b></p> <ul style="list-style-type: none"> <li>➤ Summarize the data collected and if applicable their statistical treatment (includes only relevant data, but gives sufficient detail to justify your conclusions).</li> <li>➤ Use equations, figures, and tables only where necessary for clarity and brevity.</li> <li>➤ Text in Arial font 10.</li> </ul> <p><b><u>Discussion</u></b></p> <ul style="list-style-type: none"> <li>➤ The purpose of the discussion is to interpret the results.</li> <li>➤ Be objective; point out the features and limitations of the work.</li> <li>➤ Relate and compare your results to current knowledge in the field and to your original purpose in undertaking: Have you resolved the problem? What exactly have you contributed? Briefly state the logical implications of your results.</li> <li>➤ Suggest further study or applications if warranted.</li> <li>➤ Text in Arial font 10.</li> </ul>
<p><b>Acknowledgement</b> (optional) (Font Arial 11)</p>	<ul style="list-style-type: none"> <li>➤ Advice or other kinds of assistance (thinking up, designing, or carrying out the work) can be included in this section.</li> <li>➤ Text in Arial font 10.</li> </ul> <p style="text-align: center;"><b>Important notes:</b></p> <ul style="list-style-type: none"> <li>➤ <i>Authors always acknowledge <b>outside reviewers</b> of their drafts and any <b>sources of funding</b> that supported the research.</i></li> <li>➤ <i>Acknowledgments <b>are always brief and never flowery.</b></i></li> </ul>
<p><b>4. Conclusions</b> (Font Arial 11)</p>	<ul style="list-style-type: none"> <li>➤ The purpose of the Conclusions section is to put the interpretation into the context of the original problem which has to be brief.</li> <li>➤ Your conclusions should be based on the evidence presented.</li> <li>➤ Summarize your major points succinctly.</li> <li>➤ Point out the significance of your results and discuss the open questions that remain in the area and future directions.</li> <li>➤ Text in Arial font 10.</li> </ul> <p style="text-align: center;"><b>Important note:</b></p> <ul style="list-style-type: none"> <li>➤ <i>Do not include irrelevant material.</i></li> </ul>
<p><b>5. References</b> (Literature cited) (Font Arial 11)</p>	<ul style="list-style-type: none"> <li>➤ Literature references should be numbered and listed in order of citation in the text.</li> <li>➤ Each reference should be cited in the text.</li> <li>➤ In the text, enclose reference numbers in square brackets, e.g. [1], [2], [3] ... etc.</li> <li>➤ They should be selective rather than extensive.</li> <li>➤ Text in Arial font 9.</li> </ul> <p style="text-align: center;"><b>Important notes:</b></p> <ul style="list-style-type: none"> <li>➤ <i><b>Avoid references to works that have not been peer-reviewed.</b></i></li> <li>➤ <i><b>Avoid using endnotes or footers.</b></i></li> </ul>

## PAPER ELEMENT RULES

### Tables

If applicable, you should present Tables in your manuscript. The Tables have to be cited in the text consecutively. Always write a text announcing a Table before it is presented.

*Example 1 - Given previous findings, we can compose an aggregate of scientifically established facts about the consumer stages of socialization (Table 1).*

*Example 2 - In Table 2 is presented .....*

- Each table needs a short descriptive title above it (**Arial font size 9, bold**) and should be numbered consecutively with Arabic numerals (see Table title in the example below).
- Table column headings should clearly define the data presented.
- If necessary, suitably identified footnotes (font Arial size 8) should be typed directly below the table and should be referred to by superscript lowercase letter.

### Table from example (with footnote)

Table 1. Display campaigns on Facebook - results in each of the stages of the purchased funnel

Phase	Cost / Conversion	Click Rate (CTR)	Conversion Rate	Impressions / Conversion
Awareness	10.5 €	0.5%	1.6%	12,091
Evaluation	8.6 €	0.7%	2.8%	5,454
Decision	5.7 €	1.2%	7.0%	1,204

### Important notes:

- If applicable, take care to include all the units of measurement.

### Figures

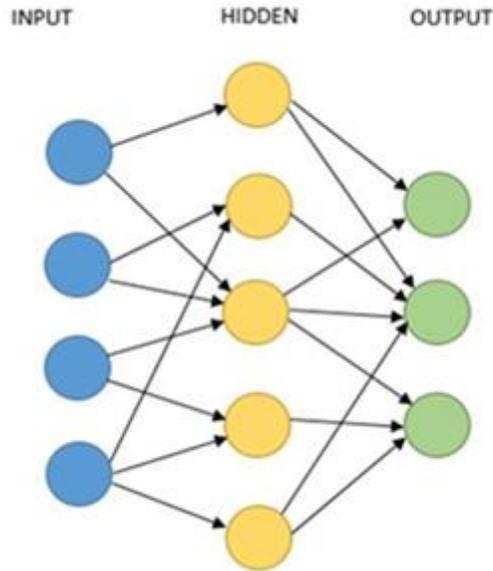
**Figures** (photographs, illustrations, diagrams and schemes) need to be cited in the text consecutively. Write a text announcing the Figure before it is presented.

*Example 1 - In the following, you can see the outlay of an artificial neural network (Figure 1).*

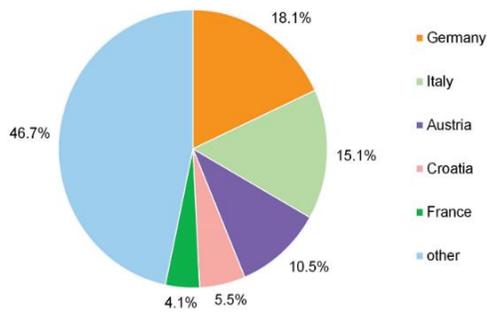
*Example 2 - In Figure 2 is shown...*

- Figures should be numbered consecutively with Arabic numerals with font size 9 in bold in order to which they are referred.
- Make sure that the **Figure caption** (text explaining figure) is included after the figure or image (below it).
- Each figure or group of Figures should be planned to fit, after appropriate reduction, into the area of either one or two columns of text. The **maximum finished size of a Figure is 8.0 cm width** (Example - Figure 1), or less (Examples - Figure 2 and 3).

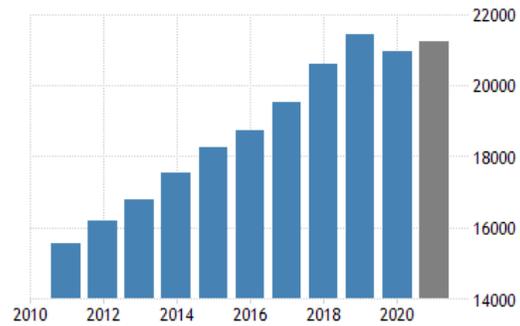
**Figure examples**



**Figure 1. Outlay of an artificial neural network**



**Figure 2. GDP of European countries**



**Figure 3. Biannual car sales in the USA**

➤ **Figures should be also sent in electronic form as TIFF or JPG files with minimum 300 dpi or higher resolution.**

**Equations**

Equations that are used in the text should be written in the text consecutively, and marked as (Eq. 1, 2, etc.).

*Example - The multi-component regression linear model of the dependence of the detected violations in the respective quarter on the components was calculated using the Stat Graphics Centurion package (Eq. 1), and has the form:*

$$IA = 0.00063327 \text{ ENG} - 0.000328381 \text{ INT} - 2.88742 \text{ EXP} + 7.11572 \text{ EMP} + 4.3374 \quad (1)$$

## Units

The **SI** (Système Internationale d'Unites) for quantities and units **should be used throughout the whole text**. If nomenclature is specialized, nomenclature section should be included at the end of the manuscript, giving definitions and dimensions for all terms.

Everything in Latin should be *italicized* except prefix subsp. (e.g., *per capita*).

If authors are using the names of chemical substances, then their names should be according **SI** (Système Internationale d'Unites) (ex. C<sub>12</sub>H<sub>16</sub>O).

If authors are using the names of microbes, then chemical substances, than their names should be should be given in *italic* lettering (ex. *Escherichia coli*).

## Abbreviations

**Use standard abbreviations** (e.g., hr., min., sec., etc.) instead of writing complete words.

- Define all other abbreviations and **write their full names before the first time they are used**, and then subsequently use only the abbreviation, e.g.: Organization for Economic Co-operation and Development (OECD).
- As a general rule, **do not use an abbreviation unless a term is used at least three times in the manuscript**, with two exceptions - the percent symbol (e.g., 1%), and the accompanying unit (e.g., 1 cm), where **space should be left between numbers**.
- If you used word **liter**, then the appropriate abbreviation is **L** and not **l** (e.g., 1 L, 1 mL etc.).
- In general, abbreviations should not be written in the plural form.

## Citations

It is essential **to credit published papers** for work **mentioned in your manuscript**.

When citing in the text **only the surname of one or two authors may be given** (example: Moore и Moschis, [6]), whereas in the case of more than two authors they should be quoted with only the name of first author *et al.* (example: Levin *et al.*, [2]).

### Important notes:

- In the text citations should refer to the reference list.
- Do not rewrite the year and the title of the references in the text.

## References

### General rules:

Literature references should be written in font Arial 9 and:

A. **Numbered with Arabic numerals in square brackets** and

B. **Listed in order of citation in the text.**

C. **Authors or Editors names** should be written in following manner: **Last name** - full, **Middle Name** (if applicable) - only the first letter, **First name** - only the first letter. You should write **all authors and/or Editors** (don't use *et al.*, in References).

D. **Year of publishing should be written in the brackets, after the authors or editors** (see example below).

#### Example

[1] Davis R., Lang B., and Diego J. S. (2014). *How gender affects the relationship between hedonic shopping motivation and purchase intentions?* Journal of Consumer Behavior, 13, (1), pp. 18-30.

E. **Titles always should be written in italic** (see example below).

[2] Edelman D.C., and Singer M. (2015). *Competing on customer journeys*. Harvard Business Review, 93, (11), pp. 88-100.

F. **If the titles are in languages other than English, then after the title you should provide text in brackets from which language is translated into English** (see example below).

#### Example

[3] Dastidar S. G. and Datta B. (2009). *Demographic differences in consumer exploratory tendencies: An empirical examination* (in Indian). IIMB Management Review, Vol. 21, No. 4, pp.297–312.

References should be cited as follows:

### Books/Manuals (1st editions):

[4] Murray N. M. (2011). *Economic Controversies*. Ludwig von Mises Institute, Auburn, USA.

### Books/Manuals (2nd, 3rd...etc. editions):

[5] DePamphilis D. (2021). *Mergers, Acquisitions, and Other Restructuring Activities* (11th Ed.). Academic Press, Cambridge, USA.

### Book chapters:

[6] Haselton M. G., Nettle D., and Andrews P. W. (2005). *The evolution of cognitive bias*. In: Buss M. D. (Ed.), *The Handbook of Evolutionary Psychology*, John Wiley and Sons, Hoboken, USA, pp. 724-746.

### Journals:

[7] Abubakar A. M., Ilkan M., Al-Tal R. M. and Eluwole K. K. (2017). *eWOM, revisit intention, destination trust and gender*. Journal of Hospitality and Tourism Management, 31, pp. 220-227.

### Scientific meetings (Congresses, Conferences, etc.):

[8] Ickler H., Schülke S., Wilfling S., and Baumöl U. (2009). *New challenges in e-commerce: How social commerce influences the customer process*. In of the 5th National Conference on Computing and Information Technology (NCCIT) Proceedings, pp. 51-57.

**White papers/Reports:**

[9] World Economic Forum. (2019). *Charting a Course to Sustainable Healthcare and Finance in the Asia-Pacific White Paper*. WEF, Cologne, Switzerland.

[10] International Monetary Fund. (2018). *World Economic Outlook*. IMF, Washington, USA.

**Laws/Regulations:**

[11] Serbian Ministry of Finances. (2015). *Law on Electronic Invoicing* (in Serbian). Official Gazette of RS, No. 44/2021.

[12] European Parliament and Council. (2019). *Regulation (EU) 2019/2088 on sustainability-related disclosures in the financial services sector*. Official Journal of the European Union, L 317/1.

**Online citation:**

For the **web references**, as a minimum that should be given are: author (or web page owner/s) name/s, date, title, and the full URL and the date when the citation is accessed.

**Example**

[13] Forman K., Dougherty S., Blöchliger H. (2020). *Synthesising Good Practices in Fiscal Federalism*.

<URL: <https://www.oecd-ilibrary.org/docserver/89cd0319-en.pdf?expires=1634292232&id=id&accname=guest&checksum=53DB463879331B8A08E04F9F54430587> Accessed 12 April 2020.