

REVIEW PAPER

Instructions for review paper:

Your paper should be consisted of following general sections:

Numeration	Headings
1	Introduction
2	The body of the paper* (not a heading title within a paper)
3	Conclusions
4	References

*See example below

Example for heading titles in review paper:

Paper headings titles
1. Introduction
2. Consumer socialization among children
2.1 Advertising awareness
2.2 Decision making skills
2.3 Motives and values in consumerism
3. Conclusions
4. References

What goes into each section?

Section of the paper	What it should contain?
1. Introduction (Font Arial 11)	<ul style="list-style-type: none"> ➤ Make it brief. ➤ Grab the reader's interest while introducing the topic. ➤ At least explain why this is an interesting or important research, and what was the aim of the research? ➤ Text in Arial font 10.
2. Body of the Paper	<ul style="list-style-type: none"> ➤ Describe important results from recent/previous primary literature articles. ➤ Explain how those results shape the current understanding of the topic. ➤ Mention the types of experiments done and their corresponding data (by you or other authors), but do not repeat the experimental procedure step by step. ➤ Point out and address any controversies in the field. ➤ Use figures and/or tables to present your own synthesis of the original data or to show key data taken directly from the original papers. ➤ Text in Arial font 10.
<p style="text-align: center;">Important notes:</p> <ul style="list-style-type: none"> ➤ There is no heading title Body of the paper ➤ Each heading in this section should have a different title ➤ Numeration of the different heading titles in the Body of the paper section starts with 2, (Font Arial 11) and each new heading proceed with successive numbering as: 2.1, 2.2, 2.3 etc. (see example above) (Font Arial 10) 	
3. Conclusions (Font Arial 11)	<ul style="list-style-type: none"> ➤ Summarize your major points succinctly. ➤ Point out the significance of your findings. ➤ Discuss the open questions that remain in the area and future directions ➤ Keep it brief. ➤ Text in Arial font 10.
	<p style="text-align: center;">Important note:</p> <ul style="list-style-type: none"> ➤ Do not include irrelevant material.
	<ul style="list-style-type: none"> ➤ Literature references should be numbered and listed in order of citation in the text. ➤ In the text, enclose reference numbers in square brackets, e.g. [1], [2], [3], ... etc. ➤ Typically, at least 8-10 references are required. ➤ Text in Arial font 10.
4. References (Font Arial 11) (Literature cited)	<p style="text-align: center;">Important notes:</p> <ul style="list-style-type: none"> ➤ Avoid references to works that have not been peer-reviewed. Avoid using endnotes or footers.

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

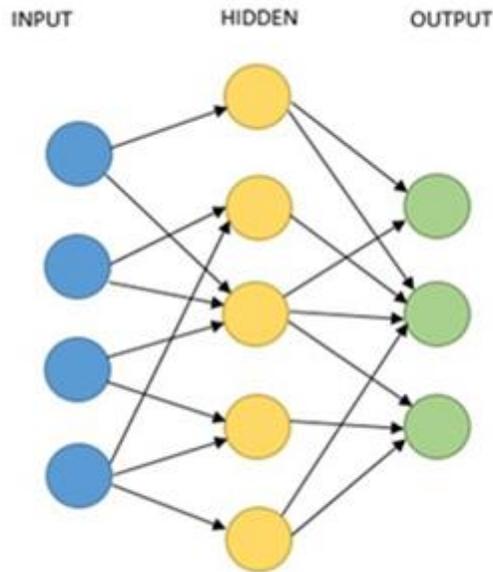


Figure 1. Outlay of an artificial neural network

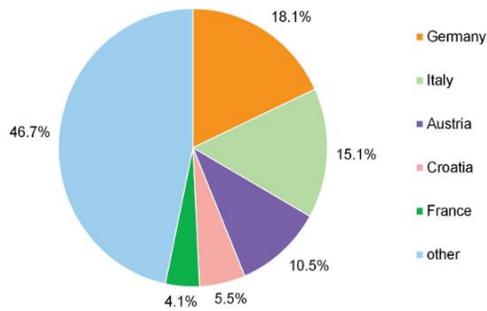


Figure 2. GDP of European countries

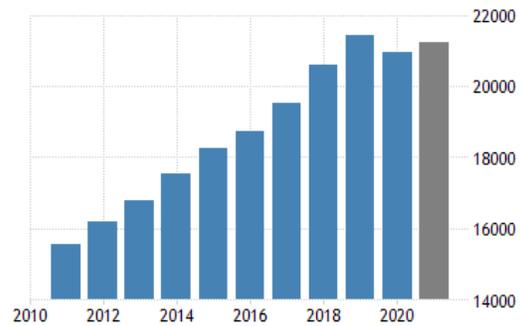


Figure 3. Biannual car sales in the USA

➤ **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, than their names should be according **SI** (Système Internationale d'Unites) (ex. C₁₂H₁₆O).

If authors are using the names of microbes, than 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, than 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.