REVIEW PAPER RULES

Your paper should consist of the following general sections:

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

*See the example below

Paper heading titles
1.   Introduction
2.   Consumer socialization among children
2.1 Advertising Awareness
2.2 Decision-making skills
2.3 Motives and values
3.   Conclusions
4.   References

Upon initial structuring, the paper should contain the following elements in every separate section:

Paper section	What should every section contain
1. Introduction (Font Arial, Size 11)	• Explain **why this is interesting or important research** and what was **the aim of the research**? • **Describe the approach used in sufficient detail**, so that a reader who may *not* be familiar with the topic will understand what was done, and why. • **Introduce the question/s tested by research**. • **Keep it brief**. o Text in Font Arial, Size 10.
2. Body of the paper (Font Arial, Size 11)	• This section should contain a **description of important results** from recent and/or previous **primary literature articles**, and an **explanation** of **how those results shape the current understanding of the topic**. • **Mention the types of research done, and their corresponding data** (by you or other authors), but do not repeat the research procedure step by step. • **Point out and address any controversies** in the field. • **Use figures and/or tables to present the original data**, **or show key data** taken directly from the original papers. • **Each heading should have a different title and numeration of a different heading**, with titles in this section starting with the number 2, as each new heading proceeds with successive numbering (such as 2.1, 2.2, 2.3, etc.) o Text in Font Arial, Size 10.

3. Conclusion (Font Arial, Size 11)	• The purpose of this section is to **interpret the original problem, based on the evidence presented.** • Conclusions should be **brief**, they should **summarize major points** succinctly, **point out the significance of the results** and **discuss the open questions that remain** in the area, as well as future directions that the research could undertake. • Do *not* include irrelevant information. o Text in Font Arial, Size 10.
4. References (Font Arial, Size 11)	• Literature **references** should be **numbered and listed in order of citation** in the text. • **Each reference should be cited in the text**. • Enclose reference numbers in square brackets in the text, for ex. [1], [2], [3] … etc. • At a minimum, **at least 8-10 references are required**. • In-text references should be selective, rather than extensive. • *Avoid* references to works that have *not* been peer-reviewed. • *Avoid* using end*not*es or footers. o Text in Font Arial, Size 9.

The author should apply the following Paper Element Rules when writing their paper:

Tables

Tables should be **consecutively cited** in the text. Each table should be **announced in the last sentence before its introduction**, as can be seen in the examples below:

Example 1 – In researching display campaigns on Facebook, we can see the results in each of the stages of the purchased funnel used (Table 1).

Example 2 – The following Table 1 clearly explains the results in each of the stages of the purchased funnel.

Table 1. Display campaigns on Facebook

Phase	Cost / Conversion	Click Through Rate (CTR)	Conversion Rate	Impressions / Conversions
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

Source: author's calculations

- If applicable, **include** all the **units of measurement**.
- Each table needs a **short descriptive title** above it (Font Arial, Size 9, Bold), **numbered consecutively** with Arabic numerals, **clearly defining the data** presented.
- If necessary, **suitably identified foot*not*es** (Font Arial, Size 8) should be typed directly below the table and should be referred to by superscript lowercase letters identifying connection with the main table.

Figures

Figures (photographs, illustrations, diagrams, schemes) should be **consecutively cited** in the text. Each figure should be **announced in the last sentence before its introduction**, as can be seen in the examples below:

Example 1 – Following the results of the biannual car sales in the USA, we can see a certain market trend starting to emerge (Figure 1).
Example 2 - In Figure 1 you can see the trend of biannual car sales in the USA.
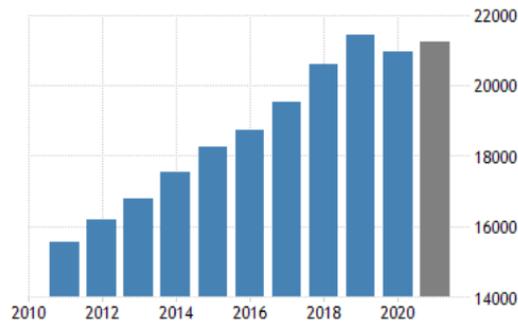
Figure 1. Biannual car sales in the USA

- If applicable, **include** all the **units of measurement**.
- Each Figure needs a **short descriptive title** below it (Font Arial, Size 9, Bold), **numbered consecutively** with Arabic numerals, **clearly defining the data** presented.
- Each figure, or group of Figures, should be planned to fit into the area of either one or two columns of text. The maximum finished size of a Figure is 8.0 cm in width or less.
- Figures should also be in an electronic form, as TIFF or JPG files, with a minimum of 300 dpi, or a higher resolution.

Equations

- Equations used should be **consecutively written and marked** in the text (Font Arial, Size 8, Bold), **numbered** consecutively with Arabic numerals, **clearly defining the data** presented for each part of the equation.

    Example - Based on the aggregated results of all tests, an estimate of the trend is described by the following equation (Eq. 1):

$$A_s = 1{,}76^* - 0{,}03^{**}t \tag{1}$$

Where:

A_s- share on the total consumer basket
* - $\alpha = 0{,}01$
** - $\alpha = 0{,}05$
t – time

Units

- The **SI** (Systéme Internationale d'Unites) for **quantities and units** should be **used throughout the whole text**. If nomenclature is specialized, the nomenclature section should be included at the end of the paper, giving definitions and dimensions for all terms.
- Everything in **Latin** should be **italicized** (ex. *per capita*).

Abbreviations

- Abbreviations can be used throughout the text, pending they have already **been explained at least three times** in their full name before the abbreviation is used.
- **Standard abbreviations** include hr., min., cm., mL, etc.
- In general, abbreviations should *not* be written in the plural form.

    Example - Organization for Economic Co-operation and Development (OECD)

Citations

- It is essential to **credit published papers** for the work done in your paper.
- In-text **citations should refer to the reference list**.
- **When citing**, only the surname of up to two authors may be given, whereas in the case of more than two authors, quote only the surname of the first author and add et al. (in italics), for example:

  Example 1 (up to two authors) - Moore and Moschis, [1]
  Example 2 (more than two authors) - Levin *et al.*, [1]

References

General Rules

- Literature references should be written in Font Arial, Size 9, **numbered consecutively** with Arabic numerals in square brackets, and **listed in order of citation in the text**.
- If the titles are in languages other than English, then the language in which it is written should be provided (ex. *Law on Electronic Invoicing* (in Serbian)).
- **For online citations**, a minimum that should be provided is the author/s (or web page owner/s) surname/s, date of publishing, title, the full URL, and the full date (day, month, year) when the citation was accessed.
- Each **reference is split into 3 parts**: Authors and Year; Title; Publishing Medium. All 3 parts are separated by full stops.
- Authors' or Editors' **names should be written in the following manner**: Last name - full, Middle Name (if applicable) - only the first letter, First name - only the first letter.
- In References you should write the full names of all authors and/or Editors, **without using *et al.***
- **Year of publishing** should be written in **brackets**, after the authors or editors.
- **Titles** should always be written in **italic**.
- A **general type of reference example** can look like this:

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

- o Authors can also find **examples of all types of reference examples**, listed below**.**

Types of Reference Structures

Books / Manuals
(1st edition)

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

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

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

Book chapters

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

Journals

[1] Abubakar A. M., Ilkan M., Al-Tal R. M., 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.)

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

White papers / Reports

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

Laws / Regulations

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

Online citations

[1] 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.