



## PAPER FORMAT GUIDELINES

### **The papers must be submitted in a print-ready format!**

**General.** Conference papers must be written in English language. The text of the paper should be laid out for A4 paper, with a maximum of 45 lines per text page (Single Space), with 20 mm print margins on all sides. The font is Times New Roman, with a font size of 14 Pt (fourteen points), justified in MS Word. The full text of the paper should be up to 8 pages, including figures, photos, tables, etc. The pages must not be numbered. The papers are sent as attachments in MS Word.doc format to the e-mail address: [egec@tu-sofia.bg](mailto:egec@tu-sofia.bg)

**Structure of the paper.** The paper should contain the following sections: title, name and surname of the author(s), affiliation, country, e-mail address, abstract, keywords, introduction (subject and purpose of the research, methods used, analytical review of the literature, etc.), main body, conclusion, references.

### **Paper formatting**

- 1. Title of the paper and the first name and surname of the author(s).** The title of the paper should be written on the first page in capital letters and should be centered (Center, Times New Roman 14 Pt, Bold). The first name and surname of the author(s) should be written after the title of the paper in lowercase letters and should be centered (Center, Times New Roman 14 Pt, Bold). A single space blank line must be placed between the title and the name of the author(s). The name of the institution and the country of origin of the author (co-authors) and their e-mail addresses should be written in lowercase letters (Center, Times New Roman 12 Pt, Italic) under the name and surname of the author (co-authors). The information of the next author must be written on a new line.
- 2. Abstract and keywords.** The abstract and keywords are in Times New Roman 14 Pt font size. They are separated from the institution, country and e-mail address with a Double Space, and start at the beginning of the line. The words Abstract and Keywords are in Bold. The abstract should be no more than 800 characters, and should be justified. No single space blank line should be placed between the abstract and the keywords. The keywords must be 6-10, separated by commas. A full stop is placed after the word Abstract, and a colon is placed after the word Keywords.
- 3. Introduction, main body and conclusion.** The introduction, main body and conclusion are in Times New Roman 14 Pt. The text should be justified. The last page of the paper should be filled no less than 70%.
- 4. Formulas and symbols.** Formulas and other symbols must be written in Equation Editor 3, Italic 12 Pt, indices - with 12 Pt, their sub-indices - with 10 Pt. Matrices should be written in square brackets, vectors in Bold-Regular 12 Pt. All figures, including index numbers, are presented in Regular. Formulas must be centered. They are numbered with Arabic numerals in parentheses and

must be right-aligned. A Double Space blank line must be placed between the formula and the text.

5. **Figures and tables.** Figures and tables should be placed where they are referred to, centered and numbered consecutively and captioned. The numbers of figures and captions should be typed below them in Times New Roman 12 Pt, centered, and those of tables should be typed above them in Times New Roman 12 Pt, aligned right. A Double Space blank line should be placed between the figures and tables and the text.
6. **Headings of the introduction, section titles and conclusion.** The headings of the introduction, section titles and conclusion should be written in Times New Roman 14 Pt, Bold and should not be indented. The introduction, different section headings and the conclusion should be numbered with one Arabic numeral, and the sub-headings of the sections - with two Arabic numerals separated by a period. The introduction, section headings and sub-sections should be separated from the preceding text above them by a Double Space.
7. **References.** The references should be written using the Roman script and should follow the Harvard reference style. The main in-text citations should be in the format (Nugus 1999) and should be listed in the order of citation in the paper. The references should come after the conclusion. The word References should be written in lowercase Times New Roman 14Pt, Bold. The list of references used should be typed in Times New Roman 12 Pt, according to the example below. Any references in Cyrillic or in a non-Roman script, should be transliterated into Roman script using the following online converter: <http://2cyr.com/?7>. It is allowed to translate the title of the reference source into English, followed by the language of the original written in brackets, for example (bul).
8. **Criteria for paper evaluation:** relevance of the topic, originality and innovation of the scientific/scientific-applied research, theoretical/methodical justification, applied results, quality of formatting, general assessment of the publication.

## References

Brooks, I. and Weatherston, J. (1992) *The Business Environment: Challenges and Changes*, Prentice Hall, London .

Doherty, Noel and Delener, Nejdet. (2001) "Chaos Theory: Marketing and Management Implications", *Journal of Marketing Theory and Practice*. Fall, Vol 9, No. 4, pp 66-75.

Goldberg, J. and Markoczy, L. (1998) "Complex Rhetoric and Simple Games", [online], Cranfield University, [www.Cranfield.ac.za/public/cc/cc047/papers/complex/html](http://www.Cranfield.ac.za/public/cc/cc047/papers/complex/html) (accessed on dd/mm/yy).

McElwee, M. (1998) "Chaos Theory and Complexity as Fountainheads for Design of an Organization Theory Building Workshop", Paper read at XIVth World Congress of the International Sociological Association, Montreal, Canada, July.

## NOTES:

- **Papers that do not meet the requirements will not be included in the conference!**