

## Papers formal requirements

The text should be **10-15 pages** or **27,000-36,000 characters**. All articles must be submitted online, and peer review is managed fully electronically. Accepted abstracts and papers from registered participants will be electronically published (<http://icuberd.ktk.pte.hu/submission>) and further evaluated for possible submission to the special issue of The Hungarian Journal of Marketing and Management.

### Formal requirements of the text:

- MS Word format
- On A4 size paper the left-sided, the right-sided, the lower and the upper margin also 2,5 cm
- Font: Times New Roman  
Titles: 14 pt, bold  
Subtitles: 12 pt, underlined  
Text: 12 pt, normal
- single spacing
- 12 pt spacing after paragraphs
- Full justification

### Formal requirements of the tables and figures:

- Titles: Times New Roman, 12 pt, bold
- Sources: Times New Roman, 10 pt, italic
- centered

### Papers should have the following structure:

- introduction,
- literature review and conceptualization,
- methodology,
- results,
- conclusion.

Example:

**Title (bold, 14 pt)**

Text (full justification, normal, 12 pt)

Subtitle (underlined, 12 pt)

Text (full justification, normal, 12 pt)

**Table 1 (centered, bold, 12 pt)**

	<b>Text (centered, bold, 10 pt)</b>	<b>Text</b>
<b>Text (left-justified, bold, 10 pt)</b>	Text	Text
<b>Text</b>	Text	Text

*Source: (centered, italic, 10 pt)*

Subtitle2 (underlined, 12 pt)

**Figure 1 (centered, bold, 12 pt)**

*Source: (centered, italic, 10 pt)*

**References (centered, bold, 14 pt)**

[1] Reference1 (full justification, normal, 12 pt)

[2] Reference2

**Brief biography of the author(s) (centered, bold, 14 pt)**

**Name of the author (left-justified, bold, 12 pt)**

Biography (full justification, normal, 12 pt)