KARLOVAC UNIVERSITY OF APPLIED SCIENCES
TRG J.J. STROSSMAYERA 9
KARLOVAC

Guide for article submission in the Proceedings of the Karlovac University of Applied Sciences

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Professional and scientific articles published in the Proceedings of the Karlovac University of Applied Sciences must have certain elements and be written in the way specified below. The crucial elements that the articles need to have are the following: title, first and last name of the author(s) and their academic title(s), abstract in Croatian and English with key words, introduction, topic discussion, conclusion and references.

1. MAIN TITLE

The main title is written on the first page and needs to be centre aligned, using the Times New Roman font, size 12, bold in capital letters. After the title, one line is left blank, and after the blank line follow the names of the authors.

2. NAME(S) OF THE AUTHOR(S)

The name(s) and title(s) of the authors are written below the title and should be written in Times New Roman, size 11. The names of the authors must be written in bold italic letters. The academic titles and degrees are written after the names. In works with multiple authors, names and titles of the authors should be written one below the other along with their respective degrees and academic titles. An empty line should be left after the information about the author(s), before the abstract. For each author, the name of the affiliated organization and e-mail contact should be provided in the footnote.

Example 1. Writing title and the name of the author(s)

CORPORATE SOCIAL RESPONSIBILITY

Marko Marković, Ph.D.
Ante Antić, B.Sc..

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3. ABSTRACT AND KEYWORDS

Abstract is written at the beginning of the article, below information about the author(s). The whole text should be written in the Times New Roman font, size 10, and the word "**ABSTRACT**" should be written in size 11 bold capital letters above the text. The text should be justified (flushed left and right) with single spacing and should not exceed 150 words.

Key words are written below the abstract. The phrase "**KEYWORDS"** should be written in the Times New Roman font, size 11, bold with capital letters, followed by up to five key words, written in size 10 letters, separated by a comma, as shown in the Example 2.

Example 2. Writing abstract and key words

ABSTRACT

text, text.
KEYWORDS: word, word, word, word, word

Abstract and key words are followed by an empty line, which is followed by the article's main body consisting of introduction, discussion and conclusion.

3. INTRODUCTION

Introduction is the introductory part of the article which guides the readers into the topic at hand. It should be written like the rest of the article – Times New Roman font, size 10, justified, margins 2.5 cm. The title "INTRODUCTION" should be written in size 11 font, capital and bold letters and marked with number 1.

Example 3. Writing the introduction

> ### 1. INTRODUCTION
>
> Text, text

4. DISCUSSION

The discussion is a fundamental and the most important part of the work in which the results of the research are presented. The main topic should be logically structured and divided into segments with titles describing their respective topics.

All the articles in the Proceedings must be written in standard Croatian or English language, with special attention paid to proper spelling and grammar, and should range from 5 to 15 pages in length. The text is written in the Times New Roman font, size 10, single spacing, with 2.5 cm margins.

All printed materials, texts and pictures must be within the printable area, so the authors are kindly asked to refrain from putting any information outside this area. The size of B5 paper is: 17 x 25 cm, and all margins are 2.5 cm. The text must be justified with 6 pt spacing between the paragraphs (Insert – Paragraph – Spacing – Before 6pt). The text and the title should be separated by an empty line. The final document must be submitted in Microsoft Word format.

Notes can be descriptive, comparative and bibliographic. Notes are written in European system, under the text, i.e. in the form of footnotes. The footnotes are written on the bottom of the page in font size 8, and are separated from the main body of the text with a line usually 1/5 of the text length. They are marked with Arabic numerals and the same numeral is used in the respective footnote and next to the noted word/phrase in the text, immediately after the full stop or colon (in case the footnote refers to a listing). The footnotes are written in an interrupted sequence from the beginning to the end.

There are certain differences when citing or quoting the bibliographic sources in the footnotes, depending on the type of work that is being quoted. Some of them are explained below.

- **Books.** Last names and the initials of the authors are important elements of footnotes. For books with up to three authors all three are stated, and for books with more than three authors only the first author is stated, followed by "i dr." or "et.al", or with the chief editor stated in the brackets. Furthermore, the footnote must state the title of the work (usually in bold letters); edition, in case it is not the first edition; publisher; the place and year of publication; and the number of the page cited. Example 4 shows how to cite certain books.

Example 4. Citing books

[34]Simonić, A.: **Znanost – najveća avantura i izazov ljudskog roda**, Medicinska naklada, Zagreb, 2005., str. 155

[4]Samuelson, P.A.: Economics, 19th edition, McGraw-Hill Companies, New York, 2010., p. 78

- **Periodicals.** When citing the articles from periodicals, the last name and the initial (or the full name) must be stated (for multiple authors, the same rule applies as for citing books), followed by the title of the article in quotation marks, and the name of the periodical in bold

or italic letters. This is followed by the publisher's name and the place of publication (in case of internationally renown periodicals the publisher and year of publication are not stated), followed by the volume or year and number of the periodical, or issue, year of publication and the page numbers of the article. The example for citing periodicals is shown below.

Example 5. Citing the periodicals

> [34] Boxall, P., Purcell, J.: „Strategic human resource management: where have we come from and where should we be going?", **International Journal of Management Reviews**, Vol. 2., No.2., 2000., p. 183-203.

- **Encyclopaedias and lexicons.** When defining certain terms, encyclopaedias, lexicons and dictionaries are often used. When using these sources, it is necessary to mention the following information in the footnote: last name and the initial if possible, the term "entry" ("natuknica") followed by the entry itself, the name of the encyclopaedia, lexicon or dictionary, publisher, place, number and year of publication, issue number and the page where the entry is located. The example for citing encyclopaedias, lexicons and dictionaries is shown below.

Example 6. Citing encyclopaedias, lexicons and dictionaries

> [12] Klaić, B.: Natuknica **plagijat**, Rječnik stranih riječi, Nakladni zavod Matice hrvatske, Zagreb, 1990., str. 678
>
> [13] Odrednica **leksikografija**, Priručni leksikon, Znanje, Zagreb, 1959., str. 56
>
> [14] Natuknica **monografija**, Hrvatska enciklopedija, Leksikografski zavod Miroslava Krleže, Zagreb, 2000., sv. 5, p. 145

- **Legislature.** When citing legislature, the footnote has to contain the following elements: name of legislature, name of the official journal, year of publication and the journal number (including the amendments), and the article number. The example for citing legislature is shown below.

Example 7. Citing the legislature

> [12]**Zakon o visokim učilištima**, „Narodne novine", 1993./96, 1994./34, 1995./21, 1995./48, 1996./29, 1996./59, čl. 35
>
> ili
>
> [12] **Zakon o visokim učilištima**, NN, 1993./96, 1994./34, 1995./21, 1995./48, 1996./29, 1996./59, čl. 35

- **Web pages.** When citing online works, the following information must be stated: First and last name of the author, document title in quotations, title of the article in italics, date of publication, date of last modification, complete URL address, and the date the URL address was last accessed. In case the data are on the official web page of an institution, corporation etc., it is necessary to state the page name, URL address and the date of access. The example for citing online information is shown below.

Example 8. Citing online sources

> [23] Collins, C., Smith, K. G., Stevens, C. K.: "Human Resource Practices, Knowledge-Creation Capability and Performance in High Technology Firms", www.ilr.cornell.edu/cahrs, (23.03.2001.)
> [24]Državni zavod za statistiku, www.dzs.hr (23.06.2007.)

4.1. Formatting level 1 headlines

Level 1 headlines, e.g. "**1. INTRODUCTION**", should be written in the Times New Roman font, size 11, in bold capital letters, flushed to the left with one empty line before and after the text. The titles are marked with Arabic numerals.

4.2. Formatting level 2 headlines

Level 2 headlines are to be written in the Times New Roman font, size 11, bold letters with only the first letter capitalized, flushed to the left with one empty line before and after the text. For titles longer than two lines one should use the hanging indent. It is necessary to mark them with Arabic numerals.

Example 9. Formatting level 2 headlines

2.1. Marketing mix

4.3. Formatting level 3 headlines

Level 3 headlines are to be written in the Times New Roman font, size 10, bold letters with only the first letter capitalized, flushed to the left with one empty line before and after the text. For titles longer than two lines one should use the hanging indent. It is necessary to mark them with Arabic numerals.

Example 10. Formatting level 2 headlines

2.1.1. Promotion

4.4. Figures

Works published in the Proceedings can contain figures (tables, charts, images), but they will be published in black and white. Every figure must be properly marked, i.e. contain the figure notation, title and source, and in case of charts, a legend. The note and title are written in the Times New Roman, size 10 bold letters. Only the first letter of each figure must be capitalized. Figures must be numerated in an uninterrupted sequence throughout the document with Arabic numerals, e.g. "Figure 1".

Example 11. Marking the figures

Table 1. External debt, 1996.-2000. (bil. USD)

SECTORS	1996.	1997.	1998.	1999.	2000.
FDI	0	0	477	540	1.115
State	2.397	2.906	3.395	3.973	4.795
Central Bank	208	232	234	197	159
Other investments	1.450	2.098	3.215	3.208	3.336
Total	5.307	7.452	9.586	9.872	11.002

Source: Croatian Central Bank, www.hnb.hr (15.12.2010.)

Equations must be marked with numbers on the right side with Arabic numerals inside the brackets, and referred to with "equation 1, equation 2, (eq. 1, eq. 2)", etc.

Example 12. Writing equations
$x^2+27x-5=0$ $\qquad$ (1)

5. CONCLUSION

The conclusion is the closing part of the article that can be written as a perspective or a summary. It should be clear, concise, succinct and brief. The heading "CONCLUSION" is written in bold capital letters in the Times New Roman Font, size 11. It should also be marked with an appropriate Arabic numeral.

6. REFERENCES

List of references is sorted in the alphabetical order, by author's last name, without stating the academic title(s) of the author(s). The heading "REFERENCES" is written in bold capital letters, in the Times New Roman font, size 11. The example of the reference list is shown below.

Example 13. Writing the list of references

REFERENCES

1. Chapman, R. W., Lee H. T. and S. Shibaa: **Management of Integrated System**, Center for Quality Management, Cambridge-Mass, UK, 1999.
2. Družić, I.: "Progress and Regress Symetry of the Croatian Economy", **Ekonomski pregled**, Zagreb, god. 58, br.3-4, 2007., str. 131-137
3. Državni zavod za statistiku, www.dzs.hr (15.12.2010.)
4. **Hrvatska enciklopedija**, Leksikografski zavod Miroslav Krleža, Zagreb, 2002., sv. 6

7. FINAL REMARKS FOR WRITING THE ARTICLES

1. Your article should be written in **standard Croatian or English language**, using the **specialized terminology appropriate for the topic** you are dealing with in your article. If you are not completely confident whether your text is

grammatically correct, you should consult a proofreader and/or give him/her the text to check it and make adjustments if necessary.

2. We recommend that you check the accuracy of the translation of the abstract and keywords by English professor

3. Article should have at least 5, and no more than 15 pages

4. We have to warn you that our Proceedings is read by all those interested in the issues dealt with in your article, so it would be most unfortunate for us to receive any negative criticism regarding the professional and scientific validity of your research, usage of language, or technical aspects of your article. Because of this, we kindly ask you to adhere to the rules for writing scientific and professional articles for catalogued publications.

5. All works accepted for publication in the Proceedings will undergo an impartial peer review – by experts in their respective fields and the topics covered in your articles. The reviewers will receive the articles without the name(s) of the author(s), which guarantees an impartial review.

6. The final body of the article has to be submitted to the Editor-in-Chief prof. Branko Wasserbauer, PhD, or the Secretary of the Editorial board Ivana Varičak (or must be sent by registered mail to the Editorial board of the Proceedings of the Karlovac University of Applied Sciences, Trg J. J. Strossmayera 9, Karlovac, Croatia) in hard-copy, with the name and surname of the authors stated; and it must me sent to the e-mail address zbornik@vuka.hr

7. Please attach the signed Authorship statement form (available on the Karlovac University of Applied Sciences web site)