Management Review Submission Style Guidelines

A. Submission Format

1. The submission should include cover page, abstract page, the article in full, and references. Please number the pages.
2. The cover page should contain the following:
   a. Title of article in Chinese and English
   b. Name and affiliation of the author in Chinese and English
   c. Contact address, telephone number and e-mail address of the author
3. The abstract page should include the title of the article in Chinese and English, an abstract of no more than 300 words, and keywords in Chinese and English (five keywords maximum).
4. The submission should be saved as a PDF file (including cover page, abstract page, article and references). Please leave the file unlocked so that the editorial staff may remove identity-revealing information from the text. The author should keep a copy of the submitted file for future references.
5. The word count of the entire article should roughly be between 8,000 to 17,000 Chinese characters or 6,000 to 8,000 English words. The contents of the article should not reveal any information about the identity of the author; any dedications and/or National Science Council project numbers should be placed on the cover page. Those in violation of this guideline will be asked to resubmit.

B. Content Format

1. Fonts: Please use PMingLiU (新細明體) for Chinese and Times New Roman for English. Title of article should be centered and in 18-point font; section subtitles should be in 14-point font, and the body of text in 12-point font, both aligned flush left.
2. Section subtitles: The article title should be centered, while the subtitles should be aligned flush left.
3. Charts and graphs:
   a. Charts should be marked by Arabic numerals; the name of the chart should be placed above said chart. If the chart appears in the appendix, please number it accordingly (such as Chart A1, A2, etc).
   b. Graphs should be marked by Arabic numerals; the name of the graph should be placed above said graph. If the graph appears in the appendix, please number it accordingly (such as Graph A1, A2, etc).
   c. All charts and graphs should be drawn in grayscale; please refrain from complicated color schemes.
   d. Please try to keep relevant charts and graphs close together in the layout.
   e. Please place the caption/description below the chart/graph.
4. Citations:
   a. In-text citation should include cited author's surname and the cited work's year of publication, both enclosed within a half-width parenthesis; for instance, "(Kinsey 1960)".
   b. In case of works with multiple authors, list up to three co-authors individually; for sources with four co-authors and up, list name of first author and add "et al." without italicizing. When

quoting sources consecutively, list citations in alphabetic order and separate them with semi-colons. For example: (Donnelly 1961; Kinsey 1960; Wensley 1981).

5. Mathematical formulae
   a. The author should clarify the meaning and objective of the formula in the text. Overly complicated mathematical formulae (such as mathematical proof) should be placed in the appendix instead.
   b. Please leave equations in the text; number equations with Arabic numerals; type numbers in parenthesis and align left. If the equation is too long to fit in one line, it should be clearly separated from the rest of the text.
   c. Use footnote to clarify uncommon symbols and Greek alphabets.

C. References

1. Translate the Chinese references into English. Translate the names of cited texts by meaning, instead of phonetically; mark the translated entries as such. For example, the following:

陳翌君(1999)，「影響美國低收入婦女接受成人教育之障礙探討」，*樹德科技學報*，第 1 卷第 1 期，頁 175-184。
行政院主計處(1981)，*中華民國臺灣地區薪資與生產力統計月報*。

may be translated as

Chen, I-Jun (1999), “Barriers Affecting Low-income Women’s Entrance into Adult Education in the U.S.A.,” *Shu-Te Technology Review*, 1(1), 175-184 (originally written in Chinese, reference translation mine).
Directorate-General of Budget, Accounting, and Statistics (1981), *Monthly Bulletin of Earnings and Productivity Statistics, Taiwan Area, the Republic of China* (originally written in Chinese, reference translation mine).

For entry translation situations not exemplified above, please conduct documentation according to the same principles.

2. List all references in alphabetic order. List the author’s surname first, followed by given name and the year of publication in parenthesis; list the given name in full instead of initials.

3. The author is responsible for ensuring the accuracy of the references. Please check over the references carefully, making sure each quote is cited, and vice versa. Please refrain from listing unused references, and make sure that all quoted sources are documented accurately and fully.

4. Books:
   Place number of edition after name of book, if applicable; no italics necessary:

Brealey, R.A., A.C. Myers, and F. Allen (2008), *Principles of Corporate Finance*, 8th ed. New York: McGraw-Hill.
Donnelly, James H. and William R. George (1981), *Marketing of Services*. Chicago: American Marketing Association.

5. Periodicals: Include author, year of publication, article title, name of journal, volume number, issue

designation, and page number. For articles with three or more co-authors, place a comma before "and"; for periodical volume/issue designation, both months and Arabic numerals are acceptable; dashes should be half-width; if the name of the article ends with a question mark, omit the comma after it:

Houston, Joel and Christopher James (1996), "Bank Information Monopolies and the Mix of Private and Public Debt Claims," *Journal of Finance*, 51(5), 1863-1889.

6. Article in a book edited by author(s) other than that of said article:

Bettman, James R. and Mita Sujan (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 197-235.

Fazio, Russell H. (1990), "A Practical Guide to the Use of Response Latency in Social Psychological Research," in *Review of Personality and Social Psychology*, Vol. 11, Clyde Hendrick and Margaret S. Clark, eds. Beverly Hills, CA: Sage Publications, 74-97.

7. If an author appears more than once, substitute four dashes for each author's name (do not underline):

Hennig-Thurau, Thorsten, Mark B. Houston, and Srihari Sridhar (2006), "Can Good Marketing Carry a Bad Product? Evidence from the Motion Picture Industry," *Marketing Letters*, 17(3), 205-219.

----, ----, and Gianfranco Walsh (2006), "The Differing Roles of Success Drivers Across Sequential Channels: An Application to the Motion Picture Industry," *Journal of the Academy of Marketing Science*, 34(4), 559-575.

----, Victor Henning, Henrik Sattler, Felix Eggers, and Mark B. Houston (2007), "The Last Picture Show? Timing and Order of Movie Distribution Channels," *Journal of Marketing*, 71(October), 63-83.

8. If two or more sources by the same author share the same publication date, they should be differentiated by letters after the date, and the same letters should also appear in the in-text citations:

Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 89-105.

---- (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45(Fall), 60-67.

9. Unpublished manuscripts:

Friedman, Jamie, Thomas P. Berquist, Chris Debiase, Steven Kahl, and Cheng Lim (2001), "Technology: B2B Software," research report, Goldman Sachs (February 23).

Srivastava, Rajendra K., David J. Reibstein, and Rogesh V. Joshi (2006), "Linking Marketing Metrics to Financial Performance," technical paper, Zyman Institute of Brand Science.

10. Master's theses or doctoral dissertations:

Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, Department of Marketing, City University of New York.

11. Conference papers:

Ellison, Glenn (2005), "Bounded Rationality in Industrial Organization," paper presented at the 2005 Econometric Society World Congress, University College London (August 19-24).

12. Working papers:

Kwerel, Evan and John Williams (2002), "A Proposal for a Rapid Transition to Market Allocation of Spectrum," Working Paper No. 38, Office of Plans and Policy, Federal

Communications Commission.

Tuli, Kapil R. and Sundar G. Bharadwaj (2008), “Examining the Relevance of Customer Satisfaction for Wall Street: The Case of Systematic and Idiosyncratic Risk,” Marketing Science Institute Report No. 08-210.

Xu, Haoping and Jian Zhou (2008), “The Value of Political Connections: Chinese Evidence,” SSRN working paper, (September 12), (accessed September 4, 2010), [available at http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1267472].

13. Websites and URLs:

Launer, Christine (1996), “More Than Name at Stake When Choosing Trademark,” *Puget Sound Business Journal*, (June 28), (accessed November 21, 2005), [available at http://www.bizjournals.com/seattle/stories/1996/07/01/smallb9.html].

Smith, Julie (2004), “I Am a Marketer,” (accessed June 26, 2004), [available at http://www.marketingscool.com].

14. Specialized Sources:

<Business reports>

Nike v. Variety Wholesalers Inc. (2003), 274 F.Supp. 2d 1352 (S.D.Ga.).

<Anonymous magazine articles>

“McReading” (1988), *Harper’s Magazine*, (December), 32.

<Reprinted articles>

Schechter, Frank I. ([1927] 1970), “The Rational Basis of Trademark Protection,” *The Trademark Reporter*, 60(3), 334-352. (Originally published in *Harvard Law Review*, 40(6), 813-833.)

15. For situations not listed above, please conduct documentation according to the same principles.