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Manuscript Guide for Authors

ABOUT THE JOURNAL:

The Asian Journal of Business Research (AJBR) is a scholarly journal that aims to disseminate new and challenging theories and paradigms developed from research based on actual Asian business situations. AJBR favours comparative studies (between Asian countries and/or non-Asian countries) that advance theoretical and empirical concepts in retailing, advertising, business-to-business, international business, food marketing, tourism, and buyer and seller behaviours. Manuscripts that effectively communicate these findings to the reality of the Asian business world are particularly encouraged. All papers are subject to strict double-blind refereeing process.

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MANUSCRIPT REQUIREMENTS

As a guide, articles should be between 3,000 and 6,000 words in length. It must be DOUBLE-SPACED using 12-point Times New Roman font. A title of not more than ten words should be provided. Page one should show full name of all authors, affiliation, e-mail address and full international contact details. Authors should not be identified anywhere else in the article. Page two should contain the article title, abstract and the contents. Authors must provide up to six keywords which encapsulate the principal topics of the article.

Practitioner's Summary. Authors are requested to provide a summary titled, "Implications for Business Marketing Practice" (500-1000 words) outlining the managerial relevance of your research for business marketing practitioners. Place this material at the very end of the manuscript.

Methodology should be clearly described under a separate heading. Headings must be short, clearly defined and not numbered. The use of Footnotes within the text is discouraged. All *Figures* (charts, diagrams and line drawings) and *Plates* (photographic images) should be submitted in both electronic form and hard copy originals. Figures should be of clear quality, black and white and numbered consecutively with Arabic numerals.

Tables must be numbered consecutively with roman numerals and a brief title. In the text, the position of the table should be shown by typing on a separate line the words "Insert Table V Here".

References to other publications must be in Harvard style and authors must carefully check for completeness, accuracy and consistency. All author names and initials and full journal title must be included. You should

cite publications in the text: (Tang, 2009) using the first named author's name. At the end of the article a reference list in alphabetical order should be supplied.

For books: surname, initials, (year), *title of book* in italics, publisher, place of publication, e.g. Fam, K.S. and Jozsa, J., (2009), *When is a Goodbye a Good Buy*, Asia Business Research Corporation Press, Wellington

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Send your paper as MS Word Attachment to The Editor at: kimfam@magscholar.com. In the subject line, please indicate that this is a submission to the Asian Journal of Business Research (AJBR). The body of the email should contain your cover letter indicating the corresponding author and a request to the Editor that the manuscript be sent out for review. Submissions will be acknowledged via email within two weeks.

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- dangling modifiers
- misplaced modifiers
- unclear antecedents
- incorrect or inconsistent abbreviations

Also, check the accuracy of all arithmetic calculations, statistics, numerical data, text citations, and references. **INCONSISTENCIES MUST BE AVOIDED.** Be sure you are consistent in your use of abbreviations, terminology, and in citing references, from one part of your paper to another.

Once accepted for publication, the final version of the manuscript must be provided as an attached file to an e-mail.

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