

Papers must be submitted to "Marketing - from information to decision" journal in **Microsoft Word** format, via email to [mid@econ.ubbcluj.ro](mailto:mid@econ.ubbcluj.ro).

The text should be written in good **English** (American or British, but not a mixture of them), in compliance with the journal's **ethics and malpractice statement**.

**Length** Between **3000 and 6000 words**, excluding references and appendices. Longer manuscripts are welcome in the case of high interest subjects.

**General guidelines** Paper: portrait, not numbered, A4 format. Characters: Times New Roman 11. Spacing "Single", Spacing Before-After 0 pts. Margins: top & bottom: 1" (2,54 cm), left & right: 1" (2,54 cm), header & footer: 0,5" (1,27 cm), Mirror margins.

The **first page** (which will be removed by the editors in order to make the evaluation) must contain the **title** of the article, the **authors'** names and complete identification information (institutional affiliation, professional address, phone, email), as well as **acknowledgements** or potential thanks for the technical and/or the financial help.

The **second page** will contain the title of the article and an **abstract** (in English) of **150-300 words**, which should contain the main ideas of the paper: purpose of the study, originality/value, design/methodology/approach, main results and major conclusions and implications.

The **abstract** must be followed by the JEL Classification and by 3-5 keywords in English which define best the article.

The text will start properly on page 3.

## Structure

- **Title and authors details** (mandatory)
- **Abstract** (mandatory)
- **Keywords and JEL Classification** (mandatory)
- **Introduction** (mandatory) - state the objectives of the work and provide an adequate background, avoiding a detailed literature survey.
- **Literature review/Theoretical background** (mandatory) - This section should detail/extend the background of the research.
- **Methodology/ Design/ Approach** (mandatory) - For empirical research one should consider the sampling, the instrument, data collection and analysis method. In case of literature review papers some approach should be presented, yet before the literature review (e.g.: period considered for the papers, type of papers consulted, data bases used, etc.)
- **Results/ Findings (mandatory)** - should be clear and concise. Compare results with previous studies mentioned in the literature from that domain. A combined Results and Discussion section is also appropriate. In case of literature review papers, the results may refer to some specific tendencies identified.
- **Conclusions** (mandatory) - The main conclusions of the study may be presented here. This section may stand alone or form a subsection of Discussion or Results and Discussion section. One should consider the academic importance and implications, respectively the managerial importance and implications.
- **Research limitations and future research** (if applicable)
- **References** (mandatory)
- **Appendix** (if necessary)

**References and citations** Use the **Harvard System**. All references mentioned in the reference list are cited in the text (and vice versa).

**The journal does not charge any APCs (article processing charges).**