

PUBLICATION GUIDELINES FOR THE ALLIED ACADEMIES: UPDATED JULY 2009

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ABSTRACT

This document describes the preparation of manuscripts for publication in Allied Academies' Proceedings and Journals. This document has been prepared in the correct format to give you a visual feel for what your paper should look like. These guidelines are for accepted publications only. We will accept manuscripts for referee purposes in any format. Upon acceptance for publication, we will ask that you convert the manuscript to this model.

In following sections we will explore the various aspects of preparation for publication which will make including your manuscript in a given volume easier and faster. First, we discuss the appearance of the text, then citations, formulae, tables, figures and illustrations, and references. These sections are followed by specific guidelines for cases, including case description, synopsis and instructors' notes guidelines. The document then turns to the distinctions between proceedings and journal versions of manuscripts, and addresses length requirements. In addition, we discuss the availability of assistance for manuscript preparation through a publication service which we have arranged for authors with limited time and/or secretarial assistance.

INTRODUCTION

Our major problems come from authors attempting to make a manuscript visually attractive. That is a process which is handled by the publishers. We just need the content, and we need it as free from formatting as is possible. There are special problems associated with preparation in Word as it imbeds formatting commands in the text at multiple locations.

We desire the manuscript to begin with a title which is in all caps, and followed by author(s) and affiliations. Do not use honorifics or other details in the author(s) section. Use 12 point, Times Roman type, and let all main headings be IN ALL CAPS. The paper justification to be set on Full, and do not center headings.

All manuscripts should begin with an Abstract EXCEPT CASES. For cases, there are special requirements which will be discussed in a later section. Italicize the abstract and limit it to 200 words. The heading should be the word, ABSTRACT, and be at the left margin, in all caps, without bolding, or font changes. Do NOT italicize the heading.

PREPARATION PROBLEMS

Many authors have explained to us that they have limited secretarial support, and simply lack the time to be able to prepare a manuscript in accordance with our guidelines. We have arranged for assistance for people in such circumstances. We can refer authors to a publishing service which will prepare manuscripts to these exact guidelines, regardless of the current appearance, word processor, or any other issue. The fee for this service varies, depending upon the complexity of the individual manuscript, but we can arrange a quote for the cost. If you are interested in obtaining a quote, e-mail us at info@alliedacademies.org.

BODY OF THE MANUSCRIPT

After the introduction, the body of the manuscript should follow. Use single spacing throughout, and remember not to change the type face, justifications, margins, or enter any other commands into the manuscript. Make all headings in ALL CAPS, as shown. In most cases, there should NOT be subheadings. These simply breakup the flow of the manuscript and should only be used when the exposition is extremely complex. If you MUST use subheadings, they should be typed at the left margin with initial caps.

This Is a Sample Subheading

Do not double space between paragraphs, and indent the first sentence in each paragraph. As you can see from this example, you should double space around all headings. DO NOT USE PARAGRAPH STYLES commands, or a FIRST LINE INDENT commands. Indent the text with a basic TAB.

If you desire to use offset material in the text to highlight a list of items, a quote, a hypothesis, findings, or anything else, please remember that the PARAGRAPH STYLE COMMANDS should NOT be used. For bulleted lists, simply use asterisks (*) followed by a space. For numbered lists, do the same. You can also highlight information by double spacing around it, italicizing it, and changing its font to 10 point.

*To highlight material, double space around it;
do not indent it;
drop its font to 10 point;
you can italicize it, if you desire;
and, we will insert bullets or put the material in a box to illustrate its importance.*

CITATIONS AND FOOTNOTES

We use APA style for all of our publications. The American Psychologist's Association Style Manual does NOT employ footnotes. Instead, a citation is handled in the body of the text (Carland & Carland, 1984), by putting the last names of the authors, followed by the year of the publication within parentheses. If there are multiple citations with a single sentence then separate the articles with a semicolon (Carland & Carland, 1984; Stewart, Carland & Carland, 1997). If the citation occurs at the end of the sentence, it should be INSIDE the period.

Please try NEVER to use FOOTNOTES and NEVER use ENDNOTES. Since we use APA style, the only need for footnotes is more explanatory information. That can be inserted parenthetically (like this). If you MUST use an endnote, you MUST type in the superscript (like this ¹) and you MUST type the footnoted material at the END of your manuscript under the heading ENDNOTES. DO NOT USE WORD'S ENDNOTE GENERATOR TO ASSIST YOU WITH BUILDING ENDNOTES.

FORMULAE

One of the major problems which we face in publishing manuscripts is the appearance of mathematical formulae and the use of mathematical symbols. In most cases, the use of formula or equation box can be avoided simply by inserting symbols through pull down menus. To use the

process, simply pull down the Insert menu and choose, Symbol. Choose the character you wish to insert and click on insert. For example, note that:

$$r = \int \psi [t - px + c(x) + b] f(p) dp \quad (2)$$

and,

$$h_i = -V_{xi} / V_{xx} \quad (19)$$

are functions that were entered in Word by italicizing alphabetic and Greek letters together with the mathematical symbol for integration and for a quotient. If you need superscripts or subscripts, then simply enter those with the Format, Font command, and select Superscript or Subscript from among the checked box options, like this: ∂^1 or this \int_0^p or this λ_n . You may Insert the symbols, as indicated, or refer to the variables by name in the body of the text.

However, if your formulae are too complicated to avoid using an equation editor, we highly recommend that you use the **Math Type Equation Editor** software, which can be downloaded at: <http://www.dessci.com/en/products/mathtype/default.htm>. This is an affordable plug in that works well for both Word and Word Perfect.

TABLES

Tables which contain only simple data and which will fit on a single page are best handled if you just present the material with tabs separating it and let us create the table. Type it at the left margin, reduce its size to 10 point, and separate columnar data with tabs. **DO NOT CHANGE THE TAB DEFAULT SETTING.** It would look like this:

Table 1
 Title of the Table
 Column 1 [LEFT TAB] Column 2 [LEFT TAB] Column 3
 Descriptive Information [LEFT TAB] Data [LEFT TAB] Data
 More Descriptive Information [LEFT TAB] Data [LEFT TAB] Data
 Source of Data or Explanation of Data

Note that the table does not look like a table. There is only one tab separating each column of data. That is the desired approach. When we convert this to a table, the columns will line up appropriately because each [LEFT TAB] will turn into a column break.

If you have more than just a couple of tables, or you have tables that are larger or more complex than this, please put them in a separate spread sheet file in Excel or Quattro. Number the tables and put them all on the same tab of the same spread sheet, one after the other. Don't worry about formatting the tables to make them look nice as a great deal of the formatting will be lost regardless.

Insert Table 2 about here

Make sure you insert a line like the preceding into the paper so we know where you would prefer the table to appear and we will place it as near to that point as we can, given the need to layout the pages. Also include a copy of the Table in the document that illustrates what the table is intended to look like.

FIGURES AND ILLUSTRATIONS

Figures with multiple elements can be extremely difficult not only because they do not translate well across platforms, but they tend to slip badly in appearance from computer to computer. One of the most important things to keep in mind if you have figures in your paper is *keep it simple*. If your figure is made up of a series of smaller images, you need to **MAKE THEM ALL ONE IMAGE** in order to ensure it looks like you want it to look when it gets published.

This may mean you may have to select each individual component of a multi image figure, then **COPY** those and **PASTE** them as one picture file. For example, if you have something like the following which is made up of different components (i.e. text boxes, shapes, etc.) make sure you have formatted it so that it is one picture file and not multiples. **DO NOT** include the figure name (i.e. Figure 3) inside the picture box.

Figure 3



Another technique you can use to make your multi-part picture files into one is to scan them, then import those image files into the paper. Please make sure the paper contains all of the figures in the body of the text or at the end of the paper, rather than sending them as separate image files.

REFERENCES

References should be prepared in general accordance with the APA (American Psychological Association). We do deviate from APA style with respect to underlines. These do not reproduce well, consequently, we ask that you use italics in place of underlines. Double space between references and do NOT indent in any way. Do NOT use underlining (_____) as a shortcut. For example:

Citing a Journal Article

Carland, J.W., F. Hoy, W.R. Boulton & J.A. Carland (1984). Differentiating entrepreneurs from small business owners. *Academy of Management Review*, 9(2), 354-359.

Citing an Online Journal Article

Fredrickson, B.L. (2000). Cultivating positive emotions to optimize health and well-being. *Prevention & Treatment*, 3, Article 0001a. Retrieved November 20, 2000, from <http://journals.apa.org/prevention/volume3/pre0030001a.html>

Citing a Book

Carland, J.W. & J.A. Carland (1999). *Small business management: Tools for success (Second Edition)*. Houston, TX: Dame Publishing.

Citing an Article in a Magazine

G. Gendron & B. Burlingham (1989, April). The entrepreneur of the decade: An interview with Steve Jobs, *Inc.*, 114-128.

Citing a Proceedings

Carland, J.A., J.W. Carland & W.H. Stewart (2000). The indefatigable entrepreneur. *Proceedings of the Association of Small Business and Entrepreneurship*, 168-180.

Citing a Presentation

Ensley, M.E., J.A. Carland & J.W. Carland (May, 1998). The lead entrepreneur. Presented to the *Babson College Entrepreneurship Conference*, Gent, Belgium.

Citing an Article in a Book

Brockhaus, R. H. (1982). The psychology of the entrepreneur. In C. Kent, D. Sexton, & K. Vesper (Eds.), *Encyclopedia of Entrepreneurship* (pp. 39-57). Englewood Cliffs: Prentice-Hall.

Citing an Internet Source

GVU's 8th WWW user survey. (n.d.) Retrieved August 8, 2000, from <http://www.cc.gatech.edu/gvu/usersurveys/survey1997-10/>

Citing a Dissertation

Carland, J. W. (1982). *Entrepreneurship in a small business setting: An exploratory study*. Unpublished doctoral dissertation, University of Georgia.

Citing a Film

R. LaPointe & H. Glazer (Executive Producers) (1992). *H. Ross Perot: A vision for success in the '90s*. Boston, MA: Goldhirish Group, Inc.

GUIDELINES FOR CASES

Prepare cases as described above with these exceptions. First, instead of an abstract, begin the case with a case description and a case synopsis, both in italics and illustrated below. Technical information is in the description, while the synopsis should gain the reader's interest. The body of the case should follow the synopsis, separated by a heading. Prepare the Instructors' Note, described more fully below, in accordance with these instructions and place it in a separate file.

CASE DESCRIPTION

The primary subject matter of this case concerns (describe the subject). Secondary issues examined include (list as many as the case contains). The case has a difficulty level of (choose one of the following: one, appropriate for freshman level courses; two, appropriate for sophomore level; three, appropriate for junior level; four, appropriate for senior level; five, appropriate for first year graduate level; six, appropriate for second year graduate level; seven, appropriate for doctoral

level). The case is designed to be taught in (indicate how many) class hours and is expected to require (indicate how many) hours of outside preparation by students.

CASE SYNOPSIS

In this section, present a brief overview (a maximum of 300 words). Be creative. This section will be the primary selling point of your case. Potential case users are more apt to choose cases for adoption which catch their fancy.

INSTRUCTORS' NOTES

Instructors' Notes are an important part of the referee process and must be included with all cases submitted for review or for publication in any form. Notes should be prepared in accordance with these publication guidelines and included as a separate file.

Prepare Instructors' Notes for use by instructors who are not familiar with the case issues. The note should allow the instructor to teach the case without additional research. Begin the note with a REPEAT of the Case Description and Case Synopsis. Follow the Case Synopsis with Recommendations for Teaching Approaches. Specific questions, assignments or teaching methodologies should follow. Be sure to INCLUDE ANSWERS for all questions or assignments. Epilogues, if appropriate, should close the note. If your case is from library research, include the references for all material used in a REFERENCES section.

PROCEEDINGS

The formatting instructions above also apply to conference proceedings papers. Generally, the Editors view proceedings versions of manuscripts as early representations of the final work. This is a view which is held by most academics and is used by most tenure, promotion and reappointment committees in evaluating research activity.

As an early version of a work in process, proceedings manuscripts should generally be shorter and a reader of the proceedings who later reads a journal publication in final form should be able to note the added work in the expanded version. The Editors recommend that authors employ titles for proceedings versions which will be different from titles used for journal versions of manuscripts and ensure that any reader of both will clearly see the difference in the versions.

If an author does not intend to pursue journal publication of a manuscript, then the complete manuscript, in final form, with final title, can and should be published in the proceedings. However, if an author intends to expand the work for ultimate journal publication, the Editors strongly advise that attention be paid to distinguishing the proceedings version.

LENGTH REQUIREMENTS

In general, we limit *Proceedings* manuscripts to 5, single-spaced pages in length. We find that this is not generally a problem. However, if authors wish longer *Proceedings* versions, we can accommodate them for an additional fee.

In general, we limit *journal* versions to 25 pages single-spaced including all exhibits and references. We also require that the files be no more than 2 Megabytes (MB) in size. However, if authors wish longer *journal* versions, we can accommodate them for an additional fee.

CONCLUSION

In closing, we appreciate the assistance of our authors in preparing manuscripts. The process of publication is time consuming and expensive. Clean manuscripts make it much faster, and efficient, and let us devote more resources to serving our membership. If there are any questions, or if any problems occur during the preparation of a manuscript, please e-mail us, and we will make every effort to assist you.