

The Editor-in-Chief of Suma de Negocios Journal, would like to invite you to consider submitting a manuscript for inclusion in this scholarly journal. The following describes the mission, the coverage, and the guidelines for submission to the journal, a Colombian Journal in IB/IM area. The journal publishes either in English, Spanish or Portuguese.

Mission

The mission of Suma de Negocios Journal is to provide broad international coverage of subjects relating to all areas of business management as well as selected articles in Colombia and Latin America. Emphasis is placed on the publication of articles which seek to link theory with application or critically analyze real-life situations with the objective of identifying good practice in the implementation of solutions to developing economies.

Coverage

Topics to be discussed in this journal include (but are not limited to) the following:

1. International Marketing Management and Supply Chain
2. IB Theory, FDI, and Entry Mode
3. Global Strategy, Alliances, and Competitiveness
4. Local Development and International Business
5. Innovation and Knowledge Management
6. Emerging, Transition, and Developing Economies
7. Cross-cultural Management and International HRM
8. International Economics, Finance and Accounting
9. SMEs, Entrepreneurship, and Born Global

Prospective authors should note that only original and previously unpublished articles will be considered. Interested authors must see the journal's guidelines for manuscript submissions.

All article submissions will be forwarded to at least 2 members of the Editorial Review Board of the journal for double-blind, peer review. Final decision regarding acceptance/revision/rejection will be based on the reviews received from the reviewers. All submissions must be forwarded electronically.

Deadline: Manuscripts must be received by 31/03/2011 at

marleny.cardona@konradlorenz.edu.co
and
ricardo.buitrago@konradlorenz.edu.co

**SUMA DE NEGOCIOS JOURNAL
INFORMATION FOR CONTRIBUTORS
STYLE GUIDELINES**

Authorization

Letter authorizing the publication of the article, in the case of foreign authors or other cities, they should send the scanned document and the signatures must be clearly seen from them

Title page

- Title of the paper, manuscript titles should be short.
- Abstract in Spanish and English (up to 150 words in length) explaining the objectives, methodology and major conclusions. Abstracts should be informative for non-specialists.
- Keywords in English and Spanish. (5 keywords)
- JEL Classification
- Summary of author(s) CV for the corresponding presentation. The summary should come in the following order written in the form of a note or footnote hand superimposed on the author's name in the header of the article: a) the name of the author, b) professional degrees and graduate degrees c) the affiliation of the authors, e-mail addresses and postal address.

Body of the paper

The introduction should state clearly the objective of the paper as well as the motivation and context of the research. The literature review should be limited to the articles, books and other items that have a direct bearing on the topic being addressed. Theoretical papers may devote a full section to motivation and potential usefulness of the proposed theoretical framework. The empirical section should provide appropriate citations to the statistical methodology used and a complete explanation only if the methodology is new. Full details of the statistical analyses and results must be included in the paper itself. The conclusion should summarize key findings and state their importance to the field.

Style of presentation

SUMA DE NEGOCIOS JOURNAL uses only three levels of headings. Main headings designate your major sections. Center main headings and use all capitals. Second-level headings should be flush with the left margin, and only the first letter of major words should be capitalized. Third-level headings should be indented and italicized; begin the first word with a capital, end the heading with a period, and then continue with your text. Do not use a fourth level of headings.

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- Margins should be one inch (2.5cm) at the top, bottom, and sides of the page.
- Font type should be 12-point Arial throughout the document.
- Double-space all body text, including abstract, references, endnotes and appendices.
- Number all pages in your manuscript, starting with the Abstract Page.
- Use one space, not two spaces, between sentences.
- Manuscript text should be left-aligned.

The presentation rules:

- Citation and reference are those of the American Association Psychological [APA].
- Footnotes numeration page brief with the text, citation guidelines accurate and complete bibliography used for the development of writing. When citing a list of references in the text, put the list in alphabetical order and separate authors by semicolons; for example, "Several studies (Buckley & Casson, 1976; Dunning, 1993a, 1993b; Rugman & Verbeke, 2003) support this conclusion."
- Encode figures, statistical tables, charts and graphs so that when you mention these in the text, the relation between the letter and the respective scheme is consistent. Figures, graphs and drawings should be submitted in black ink and word processing or graphics packages.
- Concordance between the tips, texts and pictures, tables, figures and explanatory data, attaching the series or variables, as well as the footnotes page clarified, to be followed by the foliation.
- Using a nomenclature system to facilitate the understanding of the text.

Readability

SUMA DE NEGOCIOS JOURNAL manuscripts are judged not only on scholarly contributions to international business studies, but also on their clarity and whether they can be read and understood. SUMA DE NEGOCIOS JOURNAL readers have varied backgrounds. Hence, the following guidelines should be followed:

- Write in an interesting, readable manner. Vary your sentence structure. Keep sentences short so the reader does not get lost before the end of a sentence. Do not write long, run-on paragraphs.
- Put sentences in the passive voice ("It was done") instead of the active voice ("I did").
- The journal is intended to be read, not deciphered. Avoid using heavily technical terms that few SUMA DE NEGOCIOS JOURNAL readers are likely to understand. If you do use technical terms, either conceptual or analytical terms, define them when they first appear in the text.
- Use ordinary words for variable names, not code names or abbreviations, unless the terms are well known to international business scholars (such as MNE and

- FDI). Use the same name for a variable throughout your manuscript. Do not italicize variable names (except for single-character variables, e.g. x, F, etc.).
- Long but necessary methodological details, such as explanations of the calculation of measures, should be placed in a separate appendix at the end of the manuscript.
 - Check and correct spelling and punctuation before submitting your manuscript. Be consistent in your capitalization, spelling, hyphenation and formatting throughout the manuscript. Avoid common usage errors such as "it's" and "its", "affect" and "effect", and "that" and "which". Singular (plural) nouns require singular (plural) pronouns and verbs. "Data" is a plural noun; "none" is singular. "Who" should be used for people; "that" and "which" for organizations. Avoid using "impact" as a verb. Use semicolons to help define long lists that include both groups and subgroups. If a clause is inserted in a sentence use paired commas to set off the clause.

Figures and tables

- Line drawings, maps, charts, graphs, diagrams, photos, etc. should all be labeled as figures.
- Number tables and figures consecutively, using Arabic numerals, in order of appearance (one series for tables, one for figures).
- Each table or figure must have at least one sentence in your text that introduces it. In-text references to tables should be in sequential order throughout the paper.
- A table should be understandable on its own. The text should highlight the main points in a table and summarize its message, but not duplicate the details.
- Indicate the position of each table and figure in the text ("Figure 1 goes about here") on the page where it is introduced.
- Figures and tables should be placed at the end of the manuscript. Each figure or table should begin on a new page.
- Titles of tables and figures should be short and descriptive. They should not contain acronyms, abbreviations or symbols. The number and title for each table or figure should be typed on separate lines.
- Make sure the necessary measures of statistical significance are reported with each table.
- Cite sources directly below each table or figure.
- Do not insert tables in your document as pictures. All tables should be editable in Word. Embedded Excel worksheets are acceptable, provided the author has taken into account the amount of data that can reasonably fit on a journal page.
- Tints are not acceptable in figures, as they do not reproduce well in printing.

PDF

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