



SBS Journal of Applied Business Research

GUIDELINES FOR SUBMITTING ORIGINALS

The SBS JOURNAL OF APPLIED BUSINESS RESEARCH publishes original research works that deal with any of the specialities relating to the field of Business Management. The Editorial Board has the final responsibility in accepting works, subject to the reviews of two anonymous evaluators with knowledge and interest in the topics submitted to review. The Reviewers Committee is formed by professionals belonging to European, American, African and Asian Universities and B-Schools of wellknown prestige in their areas of knowledge.

All originals should be sent to the Editor in Chief, Dr. Jorge Mongay jorge.mongay@sbs.edu Articles should be unpublished and should not be in process or be approved for publication by any other magazine or journal.

The works submitted will be independently reviewed by anonymous evaluators. The reviews will be of blind nature in both senses (peer review double blind). The work will be gone through them in such a way that reviewers and authors won't know each other identity at the time of reviewing. For further information on editorial policies or the preparation of manuscripts, you should contact the Editor in Chief.

All work must abide by the following technical specifications:

- Work must be presented typed in double spacing on one side of the page.
- The recommended length of the articles is between 15 and 25 pages. The pages should be numbered consecutively. The title of the work should appear on the first page along with the name (or names) of the author and an address where they can be contacted. The second page should have the title of the work, an abstract and some key words. The text should appear on the following pages and finally those pages with charts, diagrams and tables.
- The abstract should not exceed 200 words. Along with the abstract it is necessary to give a few key words (3-10) that offer a quick idea of the content and that help facilitate computer work.
- Bibliographical references should appear in alphabetical order at the end of the work and in chronological order in the case of various works by the same author. The full citation should be done in the following order:
 1. Surname and initial of the author. If reference is made to work by three or more authors, all their names should appear when mentioned for the first time and thereafter only the first name followed by et al.
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3. Full title of the work (in italics).
4. Name of journal, followed by the number of the volume, the fascicule and the first and last page numbers. The title of books should be in italics and the publishers and place of publication should follow.
5. The figures, charts, and diagrams must be numbered consecutively in Arabic numbers. They should have concise headings, as in the case of footnotes that explain symbols used and facilitate the necessary explanations. In the text these tables and diagrams should be referred to as Table 1, etc. and where they are to be placed must be indicated.