

MICROSOFT WORD GUIDELINES FOR AUTHORS FOR THE 2ND CROATIAN DIRECT MARKETING ASSOCIATION INTERNATIONAL CONFERENCE (TITLE)

DAMIR DOBRINIĆ
Faculty of Organization and Informatics
University of Zagreb
Pavlinska 2, 42000 Varaždin, Croatia
ddobrinic@foi.hr

AUTHOR(S) NAME(S) AND SURNAME(S)
Author Affiliation(s)
Department/Institute
Full Address(es)
E-mail(s)

ABSTRACT

These guidelines are provided for preparation of your papers for the 2nd CRODMA Conference. These guidelines are issued to ensure a uniform style of all papers accepted for publication. The abstract is to be in fully-justified italicized text, at the top of the left-hand column as it is here, below the author information. Use the word "ABSTRACT." in 14-point Times, boldface type, left positioned, initially capitalized, followed by the abstract in 12-point, single-spaced type, up to 200 words long.

Leave one blank line after the abstract, and then begin the keywords. Use the word "KEYWORDS." in 12-point Times, boldface type, left positioned, initially capitalized, followed by up to ten keywords in 12-point, separated by colon, as below. Leave two blank lines after the keywords, and then begin the main text.

*Papers should be submitted to the conference@crodma.hr in digital form as **word document which is limited to a size of no more than 10 pages (A4 page format)**. To assure timely and efficient production of the proceedings with a consistent and easy to read format, authors have to submit their manuscripts in strict conformance with these guidelines.*

KEYWORDS: conference paper, guidelines, keywords, figures, pictures, CRODMA

1. INTRODUCTION

This is an example of paper prepared for the submission on *2nd CRODMA Conference*. These guidelines include complete description of the paper style. This template can be used to create your own paper but if you have any troubles or if in doubt do not hesitate to contact us via e-mail: info@crodma.hr.

All papers should be submitted to the **conference@crodma.hr** in digital form and written in English, **up to 10 pages long** (approximately 20 000 characters). The paper should have the following structure:

- Main title of the paper
- Author(s), affiliation(s), full address(es) and e-mail(s),
- Abstract
- Keywords
- Introduction (ie. motivation, aims, overview)
- Main text/body (ie. explanation of methods, results, discussion)
- Conclusions
- References

All printed material, including text and figures, must be kept within a print area of **16 cm (6.3") wide by 24.7 (9.7") high**. Do not write or print anything outside the print area. **Paper size is A4: 21x29.7 cm (8.3x11.7")**. **Margins (top, bottom, left, right) are 2.5 cm (1")**. **Text must be fully justified. Indent each paragraph by 0.5 cm (0.2")**.

A format sheet with the margins and placement guides is available in Microsoft Word format. It contains lines and boxes showing the margins and print areas. If you hold it and your printed page up to the light, you can easily check your margins to see if your print area fits within the space allowed.

The final submission has to be submitted in a single Microsoft Word file with all fonts that are used embedded.

2. MAIN TITLE OF THE PAPER

The main title (on the first page) should begin 2,5 cm from the top edge of the page, centered, and in Times 14-point, bold face. Capitalize the first letter of nouns, pronouns, verbs, adjectives, and adverbs; do not capitalize articles, coordinate conjunctions, or prepositions (unless the title begins with such a word). Leave two blank lines after the title.

3. AUTHOR NAME(S) AND AFFILIATION(S)

Author name(s), affiliation(s), department(s), full address(es) and e-mail address(es) are to be centered beneath the title and printed in Times 12-point type. Author names should be in bold face, capitalized.

4. TYPE-STYLE AND FONTS

Wherever Times is specified, Times Roman, Nimbus Roman or Times New Roman may be used. If neither is available on your word processor, please use the font closest in appearance to Times that you have access to. Please avoid using bit-mapped fonts if possible. True-Type 1 fonts are preferred.

5. FIRST-ORDER HEADINGS (MAY EXTEND TO THE NEXT LINE)

For example, “1 Introduction”, should be Times 14-point boldface, capitalized, flush left, with two blank lines before, and one blank line after.

Don't use periods (“.”) after the heading number, use them only in lower order headings to separate them from higher order headings. For *long* headings use *a hanging indent* aligning the text to the right of the heading number as shown above.

All paragraphs in the text should be separated by a single row spacing.

5.1. SECOND-ORDER HEADINGS

As in this heading, they should be Times 12-point boldface, capitalized, flush left, with one blank line before, and one after. Use a hanging indent for long headings.

5.1.1. Third-order headings

Third-order headings, as in this paragraph, are discouraged. However, if you must use them, use 12-point Times, boldface, initially capitalized, flush left, with one blank line before, and one after. Use a hanging indent for long headings.

6. MAIN TEXT

Type your main text in 12-point Times, single-spaced. Do not use double-spacing. All paragraphs should be indented 0.5 cm (0.2") except for the first paragraph in a section.

Be sure your text is fully justified—that is, flush left and flush right. Please do not place any additional blank lines between paragraphs.

6.1. FIGURES

All figures are to be included within the text. **Figure captions** are to be *above* the figures, in 12-point Times (or a similar serif font), normal face. Initially capitalize only the first word of each figure caption. Figures are to be numbered consecutively with Arabic numerals throughout the paper, for example: “Figure 1. Database contexts”, and are referred to in the text as Fig. 1, Fig 2, etc.

6.1.1. Illustrations, photographs and graphs

Illustrations, photographs and graphs are considered as figures. All graphics should be centered. Your artwork must be in place in the article (preferably printed as part of the text rather than pasted up). If you are using photographs and are able to have halftones made at a print shop, use a 100- or 110-line screen. Supply the best quality photographs and illustrations possible.

Penciled lines and very fine lines do not reproduce well. Remember, the quality of the book cannot be better than the originals provided. The conference proceedings will be printed in gray scale, but you can provide images in color since the papers will also be published online as full papers.

List and number all bibliographical references, alphabetically sorted, in 12-point Times, single-spaced, with a hanging indent, at the end of your paper. Use 6-point paragraph spacing after each reference. When referenced in the text, enclose the citation number in square brackets, for example: [Author, 2007] or [Author and Writer, 2008]. If there are three or more authors like in reference 3 than use [Author at al., 2006]. In case of reference as in 4. with webpage, you should use webauthor's name or if it is unknown then use institution name as authors name instead. Below you will find examples of citations for different types of bibliographical entities.

REFERENCES (alphabetical order)

- [1] Author, A. N. (2007). *A Nice Book*. The publisher, New York, USA. (**References from Books**)
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