

**Business, Economics, Sustainability, Leadership and Innovation:  
Instructions for Authors and Manuscript Template Document**

**Your Name, *Organizational Affiliation***

**Your co-author, *Organizational Affiliation***

RUNNING HEAD: [suggest a brief running head]

Correspondence should be addressed to: [give name, postal address, e-mail. Include telephone numbers in case a production problem arises.]

*Abstract: This is the format for a journal manuscript. APA style is used for all preparation points. This file can be used as a WORD template or simply a reference guide. Instructions for composing the abstract itself appear in this document under the heading for abstracts. The 2018 revisions are intended to clarify points that are frequently missed by authors and to amplify technical points that may not be covered in the American Psychological Association (APA) manual or depart from APA.*

KEYWORDS: [Please supply up to five keywords for indexing. See additional instructions below.]

## **JOURNAL PURVIEW**

Business, Economics, Sustainability, Leadership and Innovation publishes papers that augment the fundamental ways we understand, describe, model and integrate in an interdisciplinary fashion. One or more of the journal topics (business, economics, sustainability, leadership or innovation) must be an explicit part of the exposition where preference is given to interdisciplinary empirical investigations. Preference is given to applications of sustainability to business, economics, leadership or innovation. The broad mixture of the disciplines represented here indicates that many bodies of knowledge share common principles. By juxtaposing developments in different fields of business, economics, sustainability, leadership and innovation casts a wide enough net to allow for multi-directional interdisciplinary discoveries that hopefully improve societies and the natural environment. In this way, scientific communities may obtain fresh perspectives on those common principles and their implications.

Because the journal is multidisciplinary in scope, articles should make an original contribution to at least one substantive area and should in addition illuminate issues beyond that area's boundaries. Papers, however excellent, which pertain only to an overly narrow field of interest, are not appropriate for this journal. The problem statement and literature background should be composed with the interdisciplinary nature of the readership in mind. Although it is possible to assume our readers' general familiarity with "multi" and "inter" disciplinary investigation, they are probably more versed on the background of specific application topics. Therefore, implications as to the outcomes of specific areas of business and economics via innovative technology, practices and leadership in terms of sustainability is a focal point of this journal.

All manuscripts must be submitted in English and must meet common standards of usage

and grammar. In addition, because this is an interdisciplinary journal, the introduction, at the very least, must be readable to a broad range of scientists. Arcane jargon should be avoided. The scientific importance of the paper and its conclusions should be made clear in the introduction. The introduction should contain a description of the problem under study, its historical background, its relevance to the journal, the specific phenomena which can be described or investigated, and the outstanding open issues. Special journal issue themed topics may be solicited by the editor.

There are two types of articles that may be submitted:

1. *Regular articles* report original theory or empirical research containing on the order of 3,000 – 10,000 words.

2. *Review articles* are major overviews of domains of inquiry relevant to the interdisciplinary study of business, economics, sustainability, leadership and innovation, typically under 10,000 words. The document your reading is 4,000 words.

Articles involving model testing, experimentation, numerical simulations, or some real-world application should be constructed in the standard format: 1) an introduction containing the problem statement, 2) literature review, 3) method, 4) analysis, 5) results, 6) discussion remarks on the theoretical explanations for the experimental results and 7) future research suggestions. The scientific method is what the initial screening phase addresses. Other paper structures are acceptable. Departures from the suggested scientific manuscript requires a separate explanation document accompanying the manuscript. The general flow sequence must be similar. The following is a preferred structured study.

Title

Abstract

Key Words

1. Introduction
2. Literature Review
3. Method
4. Analysis
5. Results
6. Discussion
7. Future Research

Bibliography

**Minimally**

Articles may be accepted with less than the seven-part structure indicated above.

Technically, articles involving experimentation, numerical simulations, or real-world application should at least be constructed in the standard four-part format: an introduction containing the problem statement and relevant literature background, method, results, and discussion remarks on the theoretical explanations for the experimental results. The METHOD section should be formatted in APA style, with the following parts in order: description of participants or other data source, procedures of the experiment, measurements taken and used in the analyses, and an

overview of the analytic procedures that were used. All articles must have a title, abstract, key words and bibliography.

## **MANUSCRIPT SUBMISSION AND REVIEW**

### **Initial Submission**

Manuscripts must be submitted electronically to the Editorial office:

Joseph J Jacobsen, Ph.D., Editor, Business, Economics, Sustainability, Leadership and Innovation, Dept. Economics, Concordia University Wisconsin, 12800 Lake Shore Drive, Mequon, WI 53097, USA. Cell phone 0014144186642, office 0014142622434204

Electronic submissions should be sent directly to the Editor: [joseph.jacobsen@cuw.edu](mailto:joseph.jacobsen@cuw.edu) . and cc [sustainable.economyllc@yahoo.com](mailto:sustainable.economyllc@yahoo.com) . Electronic manuscripts are preferred because at this stage, *BESLI* is an electronic journal. The subject heading of the e-mail message and covering e-mail should state clearly that the manuscript is being submitted for review and possible publication in *BESLI*. *BESLI* follows the standard protocol of only considering manuscripts that have not been published before and are not under consideration by any other journal.

Manuscripts that are submitted electronically must be in WORD or PDF format. WORD documents must be prepared in a recent version. The final version is a PDF document.

There is a limit on the file size for electronic submissions. Please keep the file size less than 2MB. If the file is larger, please remove the figures and send those in separate e-mail that are no larger than 2MB. Please see below for acceptable formats for figures.

Please include a cover letter designating the author to whom correspondence should be

sent and providing that author's current postal address, telephone, contact numbers, and e-mail address. Postal addresses from universities and other organizations should include the author's name, department of operation, name of the institution, street address or post office box, city, state (province or equivalent), zip or postal code, and country. This correspondence address should appear on the title page of the manuscript as well; please see below.

In addition, the author may specify in the cover letter or covering e-mail a member of the editorial board to whom the paper could be directed for technical peer review. The names and areas of interest of the editorial board member are listed on the journal's website.

### **Review Procedures**

All papers will undergo a two-part review process unless the Editor notes at once that the subject matter or structure of the paper are not suitable for the journal; in this case it will be returned (email) promptly to the author. Manuscripts that are considered suitable for review will be sent to the member of the editorial board chosen by the author, if known, and other reviewers at the discretion of the Editor. Board members will then arrange for additional peer review of the technical content of the paper or write the reviews themselves. Reviewers will be selected to advise on the technical content of the paper as well as its accessibility and applicability to a sufficiently broad audience within the journals' purpose. Every effort will be made to secure a decision about the paper within two months and to publish final versions of articles as quickly as possible.

### **Final Manuscripts**

The review process concludes with a contract to publish the article in *BESLI*. Authors are required to return a signed hard copy contract to the Editorial Office. The contract requires the

authors to give assurance that the work is their own and that all permissions have been obtained from the appropriate copyright owners for material that originally belonged to other authors. The contract transfers copyright ownership of the work from the author to the publisher (BESLI). Authors will retain the right to reuse parts of their work in new forms under most types of conditions. Please refer to the Permissions page on the BESLI web site for further details on allowable materials and conditions.

### **Page Proofs**

Page proofs are sent to the corresponding author at the e-mail address given on the title page of the manuscript. Please compare the proofs against your original document and check the typography. Please note that minor copy-edits may have been introduced by the editorial staff, although any items that were thought to be of substantive importance are specifically cleared with the author either prior to the delivery of the proofs or brought to the author's attention when the proofs are delivered.

Corrections at this stage of the process must be limited to items of accuracy. Substantive or stylistic revisions cannot be incorporated at this time. Proof corrections should be returned to the Editor or other journal staff person who sent the proofs by e-mail whenever possible. Proof versions of *BESLI* manuscripts are line-numbered to facilitate corrections.

### **MANUSCRIPT PREPARATION**

Standard manuscript format is requested: double spaced type, one inch (2.5 cm) margins, on 8.5 x 11 (inch) paper (or A4 size). Do not justify the right margin in your manuscript.

Paragraphs should begin with an indentation of approximately 0.5-inch (1 cm).

Use Roman type throughout the text with the exception of the mathematical characters or

characters required from a multinational font. Mathematical characters should be written directly from the Symbol font as needed. The “insert character” facility of WORD should not be used for manuscripts that are sent by e-mail. See below for additional details pertaining to the preparation of mathematical notation.

The type size should be 12-point, except in equation boxes where the type size is 10-point. Additional instructions appear below concerning the construction and use of equation boxes. Page numbers are at the bottom right, as in this document.

### **Title page**

The title should be brief, descriptive and appropriate for indexing. Each author's name and affiliation should be listed. Also include the corresponding author's contact information. Provide an abbreviated title using no more than 50 characters for use as a running head.

### **Abstract**

The abstract should be no more than 200 words. It should provide a summary of the problem statement, how it was studied, the main results, and the conclusions. Abbreviations or mathematical formulas should not be used in an abstract. Citations should be avoided in an abstract, but when there are absolutely necessary they should be written out in full. The abstract should be constructed in one paragraph. There should be a page break after the correspondence information above and after the keywords below. The abstract is all italics.

### **Key Words**

Please provide a list of up to five keywords describing the subject areas of the paper. Key words should appear just below the abstract on the abstract page. It is recommended that the key words should be those that do not appear in the title. A key word index for *BESLI* appears on the *BESLI* web site under the menu option “Indexes.”

### **Abbreviations**

Define all abbreviations when they first occur in the text and thereafter use only the abbreviations. Consider the possibility that too many abbreviated terms will produce an incomprehensible manuscript except to those readers who are the most familiar with the subject matter. When in doubt on this point, use full words.

### **Heading and Subheadings**

The convention is to center first-order subheadings, upper case lettering, on the line on which they are to appear using the standard 12-point type throughout. Headings should be set in boldface type. Second-order headings are centered, set in boldface type, in both upper and lower case letters. Third-order subheadings are set flush left and boldface, upper and lower case. Fourth-order subheadings appear at the beginning of a paragraph, boldface, upper and lower case, followed by a period. Do not use a numbering system for the subheadings.

### **Acknowledgments, Footnotes, and Endnotes**

Technical assistance and advice should be acknowledged in a separate section at the end of the text before the references. Use a first-order heading, ACKNOWLEDGMENTS. The acknowledgments section should include mention of any grant or funding sources that made the research article possible, if any.

*BESLI* does not use footnotes. Try to incorporate the material into the text, perhaps with the assistance of parentheses. When they are still required, however, endnotes should be prepared as follows: (a) Use a superscript numeral in the text to indicate where the endnote should be read. The numbering is consecutive throughout the manuscript.

The endnotes themselves appear after the acknowledgments and before the reference list. Start the section with a first-order heading ENDNOTES. Each endnote is typed as a separate

paragraph. Each paragraph containing an endnote begins with a superscript numeral that corresponds to the numeral in the text.

### **References in the Text**

References follow the most current standards of the American Psychological Association. This is a requirement. Please note that all references mentioned in the text must appear in the reference list, and all items in the reference must be mentioned in the text. Do not abbreviate names of journals.

For citations in the text, use the name-date convention, and not the bracketed numerals (e.g. [1]), or footnotes. For instance,

According to Sim (2018) ...

Or alternatively,

The situation cannot be reduced to a single cause, but some of the more proximal contributory causes are deregulation of the financial industry (Dore & Singh, 2009, 2010), disparities in wealth (Dore & Singh, 2010; Mayer-Foulkes, 2009), disparities of capital flow into the investment versus real economy (Mayer-Foulkes, 2009), and the configuration of networks promoting diffusion of unsavory innovations versus risk sharing (Gallegati, Greenwald, Richiardi, & Stiglitz (2008).

For two or more references to the same author group, the names are given once and are followed by the publication time. For more than four authors of the same publication, use et al. A comma separates author/s and publication time. This may change for BESLI but for now, and consistency, follow these guidelines. The sequence ends with either a semicolon, which is followed by another author, or a period to end the citation sequence. For example:

(Kauffman, 1993, 1995; Wolfram, 2002).

When two or more references are given in the same location, as in the two examples above, the citations are ordered alphabetically by first author.

If a web site is referenced, use the name-date convention. Do not include the URL in the text; the URL will appear in the reference list. If the author is an organization instead of one or more individuals, give the organization's name as the author. If there is not a specific date on the material that you are citing, use the date of the last update if it is available. If the date of the last update is not available, use the date in which you retrieved the information.

### **References in the Reference List**

The list of references should start on a new page. The five most commonly used varieties of references are the journal article, book, book chapter, conference paper, and web site. Where there are two or more references in the list that have the same first author, the first author's name is repeated with each reference and is not substituted by "----".

Note that references in the reference list are not numbered. Each entry is hang-indented by 0.5 inches (or 1 cm.). There are no blank lines between references in the list. Every reference in the list must be explicitly cited somewhere in the body of the paper. Unaddressed items should be referenced in the latest publication of the American Psychological Association Manual.

#### **Article Example**

Zhang, W. B. (1991). Economic growth, creativity, and spatial diffusion of knowledge. *Socio-Spatial Dynamics*, 2, 19-30.

#### **Book Example**

Jacobsen, J. (2011). *Sustainable business and industry*. Milwaukee: Quality Press.

### **Book Chapter Example**

Sabelli, H. C., Carlson-Sabelli, L., Patel, M., Levy, A., & Diez-Martin, M. (1995). Anger, fear, depression and crime: Physiological and psychological studies using the process method. In R. Robertson & A. Combs (Eds.), *Chaos theory in psychology and the life sciences* (pp. 65-88). Mahwah, NJ: Lawrence Erlbaum Associates.

### **Conference Paper Example**

Patel, A. (2009, July). Making use of the butterfly cusp catastrophe to establish brand commitment and explain consumer behavior. Paper presented to the 19<sup>th</sup> annual international conference of the Society for Chaos Theory in Psychology & Life Sciences, Milwaukee, WI.

### **Web Site Example**

Wolfram, S. (2010). Mathworld. <http://mathworld.wolfram.com/InflectionPoint.html> Retrieved on August 20, 2018.

## **Tables**

Number tables consecutively in order of appearance. Each table must have a title or short descriptor in 10 font appearing below the tabular material. Symbols and abbreviated units of measure referred to in a table must be explained in the caption. All tables must be cited in the text. Because this is an online journal, tables should not be aggregated to the end of the article following the references. The final copy of the manuscript will be a PDF file and in complete order for direct publication.

Follow the APA guidelines for what and how to report statistical data in a table. Of particular importance, give the value of the statistic, not the *p*-value (significance level). Indicate

$p$ -values with one or more asterisks that correspond to the note that is placed below the table, such as “ $*p < .05$ .” Use categorical levels of significance, and not exact continuous values when reporting inferential testing.

### **Figure Captions**

All figure captions should not be printed on a separate page. All figure captions should be on the same page or adjacent page of the in text referral of the same figure. Figures are placed in the manuscript itself, they should be labeled as “Figure #” below the figures on the page. Figure captions should be in 10 font and close to figure offset from the manuscript text.

### **Figures**

All figures should be consecutively numbered with integers. If a figure is composed of two or more parts, the labels (a), (b), etc. may appear on the parts, but the entire figure is identified as one unit with one caption that is detailed as necessary.

Illustrations should be of professional, camera-ready quality (dark, sharp, and clear), including the labeling. All illustrations must have captions. Symbols and abbreviated units of measure must be explained in the caption. All figures must be prepared for publication in electronic form and the final manuscript will be a PDF file. The author must revise as necessary and convert the final manuscript to PDF before submitting the final version.

Authors are cautioned against overly-fine detail that is sometimes produced from third party software; there is point beyond which the fidelity is not guaranteed when converting to PDF. Importantly, the size of lettering, such as names on axes of graphs should be large enough relative to the remainder of the image so that the figure or table can withstand the transferred visibility.

## Mathematical Notation

Authors should provide a key to unusual or complex notation; this goal is usually served by simply defining all variables in the text as soon as they are used for the first time. All variables should be shown in italic type in the manuscript. Authors should anticipate that what appears in the manuscript will appear on the final PDF. If a variance from this protocol is requested for any reason, please make the request in the cover letter.

Equations may appear in the running text or as display equations that occupy a separate line of type. It is not necessary to number any or all of the display equations, but if the author wishes to refer to an equation later in the text, an equation number is recommended. Only display equations are numbered.

Equation boxes are useful for composing display equations that are relatively complex. Please adhere to the following composition requirements for equation boxes.

1. The main type size is 10-point type. Larger characters may be used for brackets and symbols that span two or more lines vertically. Smaller characters may be used for exponents and footnotes. If a complex argument to an exponent is needed, consider the possibility of revising the format of the equation(s) to facilitate larger type on the complex argument for readability. An example would be “exp[arg]” instead of  $e^{\text{arg}}$ .

2. Equation boxes can be no wider than 4 inches (10 cm).

3. Names of variables are italicized Roman or non-italicized Greek characters. Greek characters should be rendered as standard characters in the Symbol font that is available in WORD, and not as boxes containing a single keystroke. Names of vectors or matrices should be rendered in boldface type. Convert the final manuscript to PDF.

4. It is permissible to use equation boxes in a line of running text if the box contains

mathematical symbols that are not available on a standard font or keyboard, if convertible to PDF from the third party software.

When referring to an equation in the text, use the syntax, "... as defined in Equation 1," and not "as defined in [1]." If the object of the clause is a set of equations, then write, "as defined in Equations 1-3." If a system of two or more equations appears with a single number, refer to it as either "Equations 1" or "System 1."

### **Raw Data**

Raw data should be regarded as intellectual property in the same manner as finished articles are regarded as intellectual property. If authors are using data that they have collected themselves, they need not be concerned about citing sources for this material.

If authors are using data created by another party, however, clear citations of the data source should be made in the new manuscript. If the data themselves were published somewhere, such as a government or foundation-sponsored archive, the source should be cited. If the data were collected by a private party who published an article or book that was based on the data, those citations should appear in the new manuscript.

### **Prior Publication**

*BESLI* publishes only original scientific works, which means in part that no article published in *BESLI* has been published before nor is it being considered simultaneously for publication in another journal while it is being reviewed by *BESLI*. It would be extremely helpful if authors would make a clear statement to this effect in their cover letter that accompanies their manuscript submission. In all cases it will be assumed that no such prior publication has occurred and that no simultaneous review for publication is in progress. Manuscripts that are discovered to be too close in content to a prior publication will be considered insufficiently original to warrant

publication in *BESLI*.

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### **OTHER IMPORTANT MATTERS**

If any authors encounter an issue with an aspect of manuscript preparation that is not explicitly covered in this document, they should consult the Publication Manual of the American Psychological Association, latest edition. In the event of any discrepancies between the formal APA style and any *BESLI* points of style that are clearly defined in this document, the discrepancies should be resolved in favor of the instruction encountered in this document.

If any authors encounter an issue with an aspect of manuscript preparation that is not covered in the APA Publication Manual or this document they should contact the editor. Alternatively they are invited to use their best judgment and the editor will advise on changes if necessary.