Business and Management 2024 Research PaperS  
(font Times New Roman, size 12 pt, Bold, centred, style – 01\_TITLE)

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Name SURNAME[](https://orcid.org/0000-0002-1825-0097)<https://orcid.org/>xxx3(font Times New Roman, size 11 pt, Bold, centred, style – 02\_AUTHORS)

1,2Department and/or Faculty, University, Address, City, Country  
3Department and/or Faculty, University, Address, City, Country   
(font Times New Roman, size 10 pt, centred, Italic, style – 03\_AFFILIATION)

Received day Month year; accepted day Month year  
(font Times New Roman, size 9 pt, centred, Italic, style – 03a\_RECEIVED DATE)

**Abstract.** The length of an abstract should be approximately 100 words. It should give the purpose of the study, principal objectives, scope of the investigation, methods employed, results and principal conclusion should be included (font Times New Roman, size 9 pt, style – 04\_ABSTRACT).

**Keywords:** (5–6 keywords) (font Times New Roman, size 9 pt, style – 04\_KEYWORDS).

**JEL Classification:** must be provided. Choose JEL Classification Codes from the list <http://www.aeaweb.org/jel/jel_class_system.php>. (font Times New Roman, size 9 pt, style – 04\_SUBJECT\_CODES).

Introduction   
(for first-level section headings use font Times New Roman, size 12 pt, bold, left, style – 06\_HEADING 1st)

Contributed papers should present original research, and they will be subject to peer review. Valid document formats are Microsoft Word (DOC) only. Please complete the checklist provided in Appendix 1 before submitting the manuscript.

This electronic document is a “live” template and allows easy formatting of the text. The customised styles needed for formatting your manuscript are embedded in this document. Mark any text that needs to be formatted with the mouse, and click the appropriate style from the list of styles (e.g. for first-level section headings that should be formatted using font Times New Roman, size 11 pt, boldface use style 06\_HEADING 1st). This template uses a number of special styles (e.g., 03\_AFFILIATION), as well the following inbuilt styles: 07\_PARAGRAPH\_1st – use this style for formatting the first paragraph in the section), 07\_PARAGRAPH – use this style for formatting paragraphs and others. For a detailed list of styles, see Appendix 2.

1. General requirements

1.1. Length (for second-level section headings use font Times New Roman, size 11 pt, bold, left, style – 06\_HEADING 2nd)

For research (or technical) papers, the paper length is limited to 8–10 pages (including all figures, tables, bibliography, and appendices). Papers should be in two-column pages with a font size of 11 points (single line spacing) using Times New Roman font type.

1.2. Structure

Introduction, Conclusions, Acknowledgements, Funding, Author contributions, References, and Appendix are not numbered. Sections should be numbered. In general, after the abstract, the background and the purpose of the study should be stated first in the introduction, followed by sections in which details of the methods, materials, procedures, and equipment used should be described. Discussion and conclusions should follow. The reference list must be provided at the end of the document. Appendices may be employed if appropriate.

1.3. Page setup

Authors should ensure that their papers may be printed on the standard printer. Papers should be formatted for A4 paper. Top, bottom margins should be 2.5 cm, and side margins should be 2.2 cm.

2. Tables and figures

Tables and figures should be incorporated and mentioned in the text. They must be as close to the reference as possible and should be in a form suitable for publication when printed with a good quality laser printer. Figures will be printed in black and white and should be readily interpreted without the use of colour (e. g. see Figure 1). Tables and figures should be sequentially numbered in separate series and should meet the requirements that are provided in Table 1.



Figure 1. Figure captions should be centred and placed   
below the figure (font Times New Roman, size 10 pt,   
style – 08\_FIGURE).   
Include a single empty line in the Normal style before the figure (source: ...)

Care and attention must be given to the below guidelines because importing graphics packages can often be problematic:

* All figures and tables must be placed and cited in the text in consecutive numerical order. In multi-part figures, each part should be labelled, e.g. Figure 1a, Figure 1b.
* The resolution of pictures should be no less than 300 dpi (dots per inch). If the size of the final file is too large (more than 10 MB), then the manuscript should contain the figures with the minimised resolution, and the original figures must be provided in separate files.
* Figures in separate files should be saved in appropriate formats (see Table 1). The file name for the graphics should include their short description (e.g. Fig\_1, Fig\_2a).

Table 1. Table captions should be centred and placed above the table (font Times New Roman, size 10 pt, style – 08\_TABLE). Include a single empty line in the Normal style after the table (source: ...)

|  |  |  |  |
| --- | --- | --- | --- |
|  | Font | Line thickness | File formats |
| Tables | Times New Roman 9 pt | 0.5 pt | \*.doc, \*.docx |
| Photos and images (resolution – no less than 300 dpi) | – | – | \*.jpg, \*.tiff, \*.gif, \*.png |
| Diagrams, charts, schemes | Times New Roman from 5 to 8 pt | From 0.3 to 2 pt | \*.pdf, \*.eps, \*.cdr, \*.xls, \*.xlsx, \*.dwg |

Figures, e.g., a diagram, must be inserted as a pure “image” using the Word “Insert special” option in the “Editing” menu. The image should be fixed in relation to the text body by using the “Image” option in the “Format” menu. From the “Image” option, one selects the “Layout” entry, followed by the “In-line-with-text” option and carriage return.

4. Formulas and equations

Formulas, equations, and their components presented in the text must be written in Equation Editor. The size of basic symbols in equations should correspond to the letter size of the main text (11 pt). To do that, modify “Full” and “Sub-symbol” parameters in the “Size/Define” toolbar of the Equation Editor: main symbols – 11 pt, indexes – 7 pt, sub-indexes – 6 pt (see Figure 2).

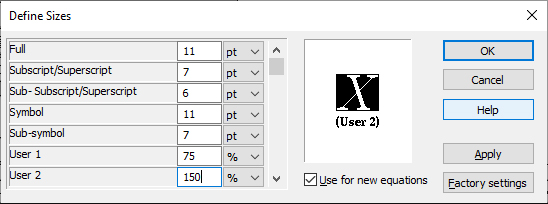


Figure 2. Equation Editor options

All the numerals, including index numbers, are presented in Regular type, variables in *Italic*. Matrices are written in square brackets [ ] and vectors in figurative brackets { }. Equations should be formatted in Times New Roman 11 pt. Punctuate equations with commas or periods when they are a part of a sentence, as in

, (1)

(style – 09\_ DISPLAYED\_EQUATION)

where: *a* – explanation; *b* – explanation, etc. (all symbols must be explained).

Please confine equations to one column width – 8 cm. If the equation is longer, it should be split at appropriate algebraic symbols. Equations are numbered by Arabic numerals in round brackets and aligned right. The punctuation and numbers of longer equations, like (2), must be vertically centred with the last line of the equation. The parts of the longer equations must be horizontally left-aligned in the Equation Editor.

(2)

Use an en-dash (–) rather than a hyphen (-) for a minus sign. Please note that an en-dash should be used for connecting values (years, tables, figures, equations, etc.) in a range; for connecting variables in a range, please use ÷, or “from … to …” construction. Reformatting of running text, into which special characters such as Greek letters have been entered via the keyboard, can cause these characters to disappear. In order to avoid this problem, always insert special characters to your document from Insert → Symbol. In the Symbol dialogue box, select the required character and click Insert.

5. Reference style

For your convenience, you can use VILNIUS TECH citation style on APA (for detailed instructions, see <https://www.citationmachine.net/apa>).

Conclusions

Conclusions or generalisations about your research should be presented.

Acknowledgements

People who contributed to the work should be listed in the acknowledgements, along with their contributions. You must ensure that anyone named in the acknowledgements agrees to be named.

Funding

Funding sources should be included in the form of a sentence as follows, with the funding agency written out in full, followed by the grant number in square brackets: This work was supported by the Medical Research Council [grant number 1111].

Multiple grant numbers should be separated by comma and space. Where the research was supported by more than one agency, the different agencies should be separated by semi-colon, with “and” before the final funder. Thus:

This work was supported by the Welcome Trust [grant numbers 1111, 2222]; the Natural Environment Research Council [grant number 3333]; and the Economic and Social Research Council [grant number 4444]

Contribution

Authors are welcome to declare any involvement in writing a manuscript (e.g. conception and design of the work, acquisition of data, or analysis and interpretation of data, drafting the article or revising it critically for important intellectual content, etc.).

Disclosure statement

Authors are required to include a statement at the end of their article to declare whether or not they have any competing financial, professional, or personal interests from other parties.

References (at least 25-30)

APA style (detailed instructions: <https://www.citationmachine.net/apa>).

Appendix 1

Submission checklist

Indicate that this submission is ready to be considered by this conference by checking off the following (comments to the director can be added below):

|  |  |
| --- | --- |
|  | The submission has not been previously published, nor is it before another conference for consideration (or an explanation has been provided in Comments to the Director). |
|  | The submission file is in Microsoft Word document file format. |
|  | All URL addresses in the text (e.g., [http://pkp.sfu.ca](http://pkp.sfu.ca/)) are activated and ready to click. |
|  | The text is single-spaced, uses an 11 point font, employs italics rather than underlining (except with URL addresses), and all illustrations, figures, and tables are placed within the text at the appropriate points rather than at the end. |
|  | All illustrations, figures, and tables are mentioned in the text and are placed within the text at the appropriate points rather than at the end. |
|  | The text adheres to the stylistic and bibliographic requirements outlined in this template*.* |

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Appendix 2

List of styles embedded in this document

|  |  |  |  |
| --- | --- | --- | --- |
|  | Size | Alignment | Style |
| Title | 11 pt | Centered, Bold | 01\_TITLE |
| Author names | 10 pt | Centered, Bold | 02\_AUTHORS |
| Affiliation | 9 pt | Centered, Italic | 03\_AFFILIATION |
| Received and accepted dates | 9 pt | Centred, Italic | 03a\_RECEIVED DATE |
| Abstract | 9 pt | Justified | 04\_ABSTRACT |
| Keywords | 9 pt | Justified | 05\_ KEYWORDS |
| JEL classification | 9 pt | Justified | 05\_SUBJECT\_CODES |
| First level section headings | 11 pt | Left, Bold | 06\_HEADING 1st |
| Second level section headings | 11 pt | Left, Bold | 06\_HEADING\_2nd |
| Main Text without indentation | 11pt | Justified | 07\_PARAGRAPH\_1st |
| Main Text with indentation 0,75 cm | 11 pt | Justified | 07\_PARAGRAPH |
| Figure captions | 10 pt | Centered | 08\_FIGURE |
| Table captions | 10 pt | Left | 08\_TABLE |
| Table text | 10 pt | Left | 08\_TABLE\_line |
| Equation centred, number – right | 11 pt | Centred | 09\_DISPLAYED\_EQUATION |
| References list | 10 pt | Justified | 10\_REFERENCES |
| Bullets, indentation 0,75 cm | 10 pt | Justified | 11\_BULLETS |
| Footnotes | 8 pt | Left | 12\_FOOTNOTE |