**John MIDDLE[[1]](#footnote-1)** (font size 10, bold, left aligned)

**TITLE OF THE ARTICLE (FONT SIZE 14, CAPITAL LETTERS, JUSTIFIED, BOLD, SPACE BEFORE PARAGRAPH SIZE 42, SPACE AFTER PARAGRAPH SIZE 18)**

Abstract – 1 paragraph with **100–150 words**. Font size 9, mirror indents size 0.5, indent of the first line size 0.5, justified.

**Keywords:** three to five key words relating to the text

**1. INTRODUCTION** (font size 10, capital letters, bold, hanging indent 0.5 cm, numbered, space before paragraph size 12, space after paragraph size 3)

**2. CHAPTER TITLE** (font size 10, capital letters, bold, hanging indent 0.5 cm, numbered, space before paragraph size 12, space after paragraph size 3)

**Main body – only texts written in English will be accepted: font size 10, indent of the first line 0.5 cm, justified, single line spacing, space before and after paragraph size 0. Please do not insert additional lines between the paragraphs.**

1. **Section title** *(font size 10, bold, hanging indent 0.75 cm, space before paragraph size 6, space after paragraph size 3)*



Drawing 1. Sample drawing and caption *(caption located under the drawing, font size 9, justified, mirror indent size 0.5 cm, hanging indent size 1 cm, space before paragraph size 6, space after paragraph size 3)*

Table 1. Sample table and caption *(font size 9, hanging indent 0.5 cm, space before paragraph size 6, space after paragraph size 3)*

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|  |  | A size 6 space should be left after each table. |

Template for equations:

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|  |  | (1) |

Each equation has to be centred, space before and after paragraph size 3, numbering aligned to the right side of the margin.

Template for citations **– APA style:**

* The author’s surname is put in round brackets with the year of publishing the work, page numbers are provided in case of a direct quote. According to the APA standard, surnames, years and page numbers are separated with a comma: **(Kotler, 1999).**
* If a publication has two authors, their surnames are separated with a comma: **(Kotler, Armstrong, 2018)**
* If a publication has three, four, or five authors, they are all listed with the first quote: **(Kotler, Armstrong, Keller, 2018)** while only the first surname is given with further quotes and other academics are replaced by “et al.”: (**Kotler et al., 2018)**
* Quoting two or more publications of various authors at the same time: Authors are listed alphabetically, with the references to their publications separated with a semicolon. **(Buczak, 1999; Kotler, 2018; Cummings, 2013)**
* Quoting more than one publication by the same author: After the surname, the dates of publication are provided chronologically **(Kotler, 2013; Kotler, 2018)**
* If both texts were published in the same year, a letter of the alphabet is added after the date. Socjolog jest to osoba, która potrafi wyzwolić się ze swoich bezpośrednich uwarunkowań i zobaczyć rzeczy w szerszym kontekście. **(Kotler, 2013a; Kotler, 2013b).**
* If different authors have the same surname: The first letter of the author’s name is added to differentiate the publication. **(Ph. Kotler, 2018; J. Kotler, 2016)**
* If the reference to a publication is indirect, the original source needs to be provided, then the word “after” is added, followed by the information on the secondary source in which the original text was referenced. **(Butow, 2013, after Kotler 2015).**
* While referring to a collection of articles, the surname of the editor with a proper mention (ed., sci. ed.) should be provided in square brackets: (Kotler, Keller [sci. ed.] 2013)
* Legal acts: the beginning of the title of the act, decree, etc., is provided (the list of sources includes its full title), the author may point to a specific paragraph or article understood as the page (**Act, 2005, art. 35 par. 1)**. If the author uses two or more legal acts issued in the same year, the first words of the title of the act need to be provided **(Act on the Border Guard..., 2001. art. 1. par. 4).**
* For internet sources, the author or the website name and the date of publication are to be provided **(MNiSW, 2018)**
* Direct quote: If the cited fragment encompasses more than 40 words, it should be a separate paragraph with an indent (5 spaces), without inverted commas, it should also be preceded and followed with an empty line. If the cited fragment is shorter than 40 words, it should be included in the main text and marked with inverted commas.

**All publications that the author quotes or refers to in the text should be included in the list of sources at the end of the text which follows the APA standard.**

**LIST OF SOURCES in alphabetical order** *(font size 10, capital letters, bold, space before paragraph size 12, space after paragraph size 3)*

Examples:

* Author’s surname, first initial. (year of publication). *Title of the book*. City: Publishing house.

**Kingsnorth, S. (2018), Digital Marketing Strategy. New York: KoganPage.**

* If the author’s surname is tied with several items on the list, they should be ordered in accordance with the year of publication, while the surname is replaced with six hyphens (——), e.g.:

**Kowalski, A. (2016). *Etyka życia codziennego.* Warsaw: Wydawnictwo Naukowe PWN.**

**—— (2018). *Wartości codzienne.* Warsaw: Wydawnictwo Naukowe PWN.**

* If a collective work is quoted, the editor’s name is the first one provided:

**Kotler, Ph., Armstrong G. (2019). *Principles of Marketing*. New York: Pearson**.

* The bibliographic description of a chapter in a collective work should be structured as follows:

**Nowak, H. (2018). *Etyka życia społecznego* [in:] Kowalski E., ed., *Etyka.* Warsaw: Państwowy Instytut Wydawniczy, p. 13–25**

* The bibliographic description of an article in a journal should be structured as follows:

**Rowley, J., Williams, C. (2008). *The impact of brand sponsorship of music festivals*. *“Marketing Intelligence & Planning”,* Vol. 26, No. 7. doi: 10.1108/02634500810916717.**

* Legal acts:

**Act of 2.10.2005 on the income tax. Journal of Laws 2005, nr 20, item 456, as amended.**

* The description of an electronic document needs to include the date of access, source of the document, type of carrier, version, e.g.:

**Itani, F. (2017). *The end of American support for Syrian rebels was inevitable*. *“The Atlantic” 21 July 2017).* Access on the internet: www.theatlantic.com/international/archive/2017/07/trump-syria-assad-rebels-putin-cia/534540/.**

* If the article has its DOI (Digital Object Identifier) number, it should be provided at the end of the description.

**Wood, E.H. (2009). *Event marketing: Experience or outcome?*. *“Journal of Promotion Management”,* Vol. 15, Iss. 1–2. doi: 10.1080/10496490902892580.**

**RULES ON PREPARING THE ARTICLE**

1. The article should be written in the Word text editor, Times New Roman font, with single line spacing.
2. Preferred volume: 20,000–30,000 characters (with spaces).
3. The structure of the article should follow the template and instructions.
4. The articles should be written on A4 paper format with the following margins: **upper and lower – 5.3 cm, left and right – 4.1 cm**. Do not use page numbering.
5. All drawings, graphs and tables should be implemented directly within the body of the text or take up entire pages (**they cannot cross over the margins**). Drawings should be grouped.
6. Numbers and captions for drawings, graphs, and tables should be placed below them (left aligned), with the references provided underneath (also left aligned).
7. For the entire text, **APA style footnotes** are to be applied.
1. Information about the author: title (degree), name and surname, organisational unit, university, city, university address, e-mail address. Information in the footnote should be provided in English. If there are several authors, please **indicate the corresponding author**. Each author is obliged to enclose their ORCID number. Instructions for authors without an ORCID number: https://www.ifj.edu.pl/library/open-access/materials/Instrukcja\_ORCID.pdf [↑](#footnote-ref-1)