

SKYLINE BUSINESS JOURNAL

Call for Papers

Skyline Business Journal (SBJ): is a bi-annual publication of Skyline University College, Sharjah, U.A.E. SBJ invites original papers / Management Case Studies / Book Reviews from both academicians and practitioners on management, business, tourism, information systems, marketing and organizational issues. Papers based on theoretical / empirical research or experience should illustrate the practical applicability and or the policy implications of work described.

Instructions for the Author

1. **Electronic Copy:** Authors are required to submit an electronic copy (soft copy) of the papers in MS-WORD format (.Doc format) via email to sbj@skylineuniversity.com A single article (including charts, diagrams and pictures etc.,) should not exceed six thousand words. Times New Roman -Font size 12- to be used to type the manuscript.

2. **Mailing Address:** Complete Mailing Address along with Telephone and E-mail Address should be given.

3. **Cover Page:** The first cover page shall contain the title of the manuscript, the author's name, and affiliation including acknowledgement, if any. This page will be removed before the manuscript is sent to a referee. The first page of text should show the title but NOT the author's name.

4. **Abstract and Keywords:** Each manuscript should include an abstract of about 100-150 words. Key words used in the paper should also be given.

5. **References:** References must be typed on a separate page, double-spaced, at the end of the paper. American Psychological Association's (APA) referencing method should be followed.

Articles Referred should be given as follows:

Swann, W.B., Jr., Milton, L.P., & Polzer, J.T. (2000). Should we create a niche or fall in line? Identity negotiation and small group effectiveness. *Journal of Personality and Social Psychology*, 79: 238-250

Books Referred:

Swann, W.B., Jr., Rentfrow, P.J & Guinn, J.S. (2002). Self verification: The search for coherence. In M.Leary & J.Tagney (Eds.). Handbook of self and identity: 367-383. New York: Guilford Press.

6. **Main Conclusions:** The article should end with a non-technical summary statement of the main conclusions. Lengthy mathematical proofs and very extensive detailed tables should be placed in appendix or omitted entirely. The author should make every effort to explain the meaning of mathematical proofs.

7. **Tables:** Tables must be numbered consecutively with Roman numerals. Please check that your text contains a reference to each table. Type each table on a separate page. Authors must check tables to be sure that amounts add up to the totals shown and that the title, column headings, captions, etc. are clear and to the point.

8. **Figures:** Figures must be titled and numbered consecutively with Arabic numerals (1, 2, 3.....0).

9. **Equations:** All but very short mathematical expressions should be displayed on a separate line and centered. Equations must be numbered consecutively on the right margin, using Arabic numerals in parentheses.

10. **Clarity and Consistency:** Please check your manuscript for clarity, grammar, spellings, punctuation, and consistency of references to minimize editorial changes.

11. **Submission Fees:** There is no fee for submission of articles.

12. **Submission Deadline:** Articles should be submitted before 15th July for the Fall issue of the Journal and before 15th January for publication in the Spring issue.

13. **Editing:** SBJ reserves the right of making editorial amendments in the final draft of the manuscript to suit the requirement of the journal.

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15. **Management Case Studies:** Management Case Studies describe a real-life situation faced, a decision or action taken by an individual manager or by an organization at the strategic, functional or operational levels.

16. **Book Reviews:** Book Reviews cover review of current book on business.

17. Complimentary Copy: A free copy of the Journal will be mailed to the author whose article is published. Please send your articles to:

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