

Style sheet

Two years in a new normality: Economic and social effects of the coronavirus pandemic

Deadline for submission: Sunday, March 6, 2022, 24:00.

Submitting: in electronic form (.doc or .docx) to klaszlo.elte@gmail.com.

- Format: word, .doc or .docx
- Times New Roman 12, single line spacing
- Maximal size of figure/table: 12cm (width) x 18cm (height)
- do not use any automatic formatting (please use only manual numbered lists, manual section heads etc.)
- do not insert page numbers
- do not use any formatting in heads (no bold, italic or underlined in heads)
- indicate heads as: (single line spacing) 1. Introduction (single line spacing) text body
- paragraphs: first line is intended by 1cm
- no line spacing between paragraphs
- please do not use any footnotes or endnotes

Structure

Title

Author

English abstract (10-15 lines)

1. Introduction

1.1.

2.

2.1.

2.1.1.

....

x. Conclusion

References

Appendix (if any; e.g. larger figures or tables; in this case please indicate in the text where the figure can be found (e.g. see in Appendix 1.))

At the end of the paper, please indicate separately

Author, workplace/university department, email + a short biography (4-5 sentences)

Figures, tables

Below the figure / table:

Figure 1. (Capital letter, number, full stop)

Table 1. (Capital letter, number, full stop)

Figure / table names and information: Times New Roman 10; preferably not longer than 2 lines.

In the case of figures and tables, please note:

- we prefer figures, which are readable also in grayscale (colors are welcome to the electronic publication; in case a paper version can be published, we will need figures in grayscale)
- maximal size of figure/table: 12cm (width) x 18cm (height)
- please indicate in the text body references to tables / figures (Figure 1.)
- in tables, smaller letters (e.g. Times New Roman 9) can be used; single line spacing
- please do not use horizontal (rotated) figures / tables

Citation in text

(Author Year) (Kiss 1999) or Author (Year) Kiss (1999); quotations (Author Year: page number) (Kiss 1999: 28); more authors: (Griffin, Lahman & Opitz 2014); more citations in the same bracket: 1) alphabetical, 2) year separated with comma (Author Year, Author Year) (Horváth 2004, Kiss, 2000, Kiss 2002, Nagy 2007). Publications from the same author in the same year: use a, b, c, etc.: Kiss (2006a).

References

- 1 cm with hanging indent
- authors: family name + first letter of the given name
- Times New Roman 12
- book, volume or journal title in italics
- publications with more than 1 author publications Name [space] dash [space] Name
- more than 3 authors: please use et al.

Book:

Keller, K. L. (1998). *Strategic brand management*. New Jersey: Prentice Hall.

Journal:

Griffin, M., Lahman, M., & Opitz, M. (2014). Shoulder-to-shoulder research with children: Methodological and ethical considerations. *Journal of Early Childhood Research* 14(1), 18–27.

Book chapter:

Hughes, A. (2018). Brand, branding and brand culture among young consumers. In Gbadamosi, A. (Ed.), *Young consumer behaviour*. London: Taylor and Francis. 119–137.

Internet:

American Marketing Association (2020). Definitions in marketing. Available at <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>. (Accessed 25. August 2020)