**PAPER TITLE - Cambria, 12 pt, UPPERCASE, bold**

**John SMITH**

 **–** only the second name with UPPERCASE

*University of Applied Sciences*

*14 Romford St., 10200 London, UK*

*john.smith@uas.uk*

***Abstract.*** *Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an. Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no. An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro. - The Abstract should engage the reader by telling him/her what the paper is about and why they should read it. The authors must make a clear statement of the purpose of the paper and the research questions. It is also necessary to indicate the research design and methodology. The Abstract should then briefly describe the work to be discussed in the paper and also give a concise summary of the findings. The Abstract should be limited between 300 and 400 words.*

***Keywords:*** *lorem; ipsum; dolor; sit; amet. - Please also provide between 5 and 7 key words that closely reflect the content of the paper. The keywords should be separated by semicolons.*

**Introduction** (**Cambria, 10 pt, bold**)

The main body of the text should be in Cambria, 10 point, single-spaced and fully justified. Also, please leave a blank line between paragraphs and do not add another space between paragraphs (i.e., before or after spacing). Please use normal capitalization within the text and do not use bold face for emphasis. Italics are acceptable. All headings should use initial capitals only, excepting for use of Acronyms.

Pri in nobis ceteros. Mel ut dictas ocurreret comprehensam, verear sapientem te sit, ius viderer copiosae in. Ad est eros quas facer. Erant conceptam vis an. Ne quis alienum mea, in eos sint tempor moderatius, ut probo similique mea. Modus convenire adversarium id duo, sea iudico philosophia in. Ei choro quando has, habeo eruditi inimicus ex vel.

Id sed putant mediocrem omittantur, te mea tota qualisque. Mel ex consetetur constituam. Graeci cotidieque mei at, case splendide vituperata mel eu, et has meis ubique. At dolore temporibus eam, usu essent oportere delicatissimi et. Eu vis minim aeque, facer viderer et est. At populo deserunt mea, sint aliquam principes eu vim.

Citations in text should follow the examples below:

"The effective organizational learning from crises requires intense cognitive processes of the managers "making-sense" of crises situations thus enabling changes in the core beliefs, values and assumptions of organizational members finally translated into sustained behavioural changes ..." (Pergel & Psychogios, 2013, p.199).

Brătianu (2009) argues that knowledge is an intangible entity which is highly nonlinear. Considering the research practice for investigating international business relationships of SMEs, further understanding of the range of influences and how they inter-relate is needed (Hampton & Rowell, 2013, p.174).

Barnes, Leonidou, Siu and Leonidou (2010) found [Use as first citation in text]... Barnes et al. (2010, p.43) consider [Use as subsequent first citation per paragraph thereafter]... as Brătianu and Orzea (2013) demonstrated... as has been shown (Adler & Kwon, 2002), …

Several studies (Crane, Matten, & Moon, 2008; Ernst & Young, 2011; Frederick, 2006; Jamali, 2008; Sen, Bhattacharya, & Korschin, 2006). Allport's diary (as cited in Nicholson, 2003, p.18).

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an. Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no. An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut.

**Heading 1** (**Cambria,** **10 pt, bold**; do not insert numbering bullets, just write the name of the heading with no numbers assigned)

Papers must have between 4,000 and 5,000 words in length, including abstract, figures, references and appendices. Before submitting your paper, please ensure that it has been carefully read for typographical and grammatical errors. If English is not your first language, please have your paper proofread by an English speaking person. Papers will be returned if the standard of English is not considered to be good enough for publication. The proposal should be sent by mail to strategica@facultateademanagement.ro as .doc or .docx attachments, including in the subject of your email the track you are addressing. Papers must not be sent in PDF format and should not be zipped.

Please keep the page size as it is in the current template. Please do not insert other headers, footers or page numbers, do not use paragraph indents or tags. Do not insert bullets and numbering – instead of these, please insert a dash by hand. Do not refer to page numbers in your text as these will be changed. Do not use multiple columns.

Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no. An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an. Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no.

An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro (Figure 1). Figures and tables should be placed as close to their reference point in the text as possible. All figures and tables must have titles and must be referenced from within the text.



***Figure 1. Figure name***

***(UNCTAD, 2015, p.7)***

Images must be inserted as picture files (.gif, .jpg, .bmp, .pct, .png, .psd). If the paper is accepted for publication, you may be asked to supply the pictures as separate files (with the minimum resolution of 300dpi). By including the pictures in the proposal, the author(s) certify that they hold the rights for using that image.

***Sub-Heading*** *(the name of the sub-heading is written with bold and italic fonts, no numbers assigned)*

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an.

Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no. An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an. Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no.

An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

**Heading 2** (**Cambria,** **10 pt, bold**; do not insert numbering bullets, just write the name of the heading with no numbers assigned)

An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an (Table 1). Figures and tables should be placed as close to their reference point in the text as possible. All figures and tables must have titles and must be referenced from within the text.

A table example is presented in Table 1. The main body of the table should be in Cambria, 10 point, single-spaced. Please try to organize the table so that all information presented fits the space of the cell correspondingly. Please avoid dividing words on two different lines.

***Table 1. Table name (Cambria, 10 pt, Bold, Italics, Single Spaced, Center; please mention the source between parentheses)***

|  |  |
| --- | --- |
| **Title column 1** | **Title column 2** |
| Main body | Main body |
| Main body | Main body |

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in. Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei.

**Conclusions**

By submitting a paper, the author guarantees that s/he holds the copyright and the responsibility for the paper proposed. The submission also certifies that other publication permissions have been obtain by the author if the case (e.g. for data or images with copyright). It also attests the originality of the work proposed for publication consideration.

Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

Lorem ipsum dolor sit amet, usu liber omnium commune an. Stet aeque laoreet ne vix, vel mentitum adipiscing ad. Homero primis offendit per ne, qui mundi maiestatis deterruisset id. Deleniti tractatos his id, sit minimum sapientem in. Petentium necessitatibus cu nec, iriure scriptorem mediocritatem eu ius. Patrioque signiferumque no vim, interesset accommodare in pro. Te vim dolorum omittam, usu sint solum fabellas id. An eum putant moderatius disputationi, mei euismod corpora at. Feugait luptatum ne vis, nec autem posse aliquip in.

Lucilius deserunt electram in cum, ne doming iuvaret duo. Nam scaevola maiestatis ei. Solet legimus principes cum ex, sed suavitate forensibus definitionem an. Tibique invenire no ius. At alii falli his, pri ad nullam primis aliquip, ipsum aliquam fabulas ex usu. Qui legere dolorem expetendis no. Id unum vero veniam eos, sea virtute insolens no. Eam inani fabulas recteque ei, pro perfecto suavitate dissentiet cu. Tritani laoreet cu eum, essent efficiendi mea ea, nec ne suas illud timeam. Sea minim laudem ne, et est quis invidunt, ius ullum probatus adipisci no. Eos meliore quaestio efficiendi no.

An vix habemus singulis moderatius. Ferri nobis ex sed, tation tollit ut sit. Iusto tamquam omnesque mea ei, his saepe munere ei. Ius consequat adipiscing ad, laudem quidam oblique vix ea. In mei exerci expetendis, at vis nostro sapientem. Eum putant suavitate an, viris urbanitas pri ut. An eum sale decore. Nihil diceret probatus sea ut, ei diam sonet disputando pro.

**Acknowledgements (Cambria, 9 pt.):** You may insert acknowledgements in the paper if necessary before the references section. Acknowledgements are compulsory in the case the paper is developed based on an unpublished presentation to an academic conference, or when the paper is the result of a previous grant, etc.

**References (Cambria, 10pt.)**

The bibliographic and formatting standards to be considered: Publication Manual of the American Psychological Association (APA) (10 pt.). Providing all the information for the listed references is mandatory. Please be careful to include in the references the information marked with yellow, according to the source type (e.g., book, edited book, article in a journal, etc.). Please comply with the punctuation marks in the provided APA style examples.

Adler, P., & Kwon, S. (2002). Social capital: prospects for a new concept. *Academy of Management* *Review*, *27*(1), 17-40. DOI: 10.2307/4134367. – volume, issue (number), pages and DOI number are mandatory.

Aldag, R.J., & Stearns, T.M. (1991). *Management* (2nd ed.). Cincinnati, OH: South-Western Publishing. – place (town, not country!) and publishing house are mandatory.

Barnes, B.R., Leonidou, L.C., Siu, N.Y.M., & Leonidou, C. (2010). Opportunism as the inhibiting trigger for developing long-term-oriented Western exporter - Hong Kong importer relationships. *Journal of International Marketing*, *18*(2), 35-64. DOI: 10.1509/jimk.18.2.35.

Barroso, J.M.D. (2013). Speech by President Barroso on the outcome of the European Council meeting on the Multiannual Financial Framework of 7-8 February 2013. Retrieved from [http://europa.eu/rapid/press-release\_SPEECH-13-130\_en.htm.](http://europa.eu/rapid/press-release_SPEECH-13-130_en.htm) - the complete website link is mandatory.

Brătianu, C., & Orzea, I. (2013). Knowledge strategies in using social networks. *Management* *Dynamics in the Knowledge Economy*, *1*(1), 23-36. – here the article does not have a DOI number

Crane, A., Matten, D., & Moon, J. (2008). *Corporations and citizenship.* Cambridge: Cambridge University Press.

Ernst & Young (2011). The sustainability revolution. Excellence in sustainability reporting awards 2011.Retrieved fr[om http://www.ey.com/ZA/en/Services/Specialty-Services/Climate-Change-](http://www.ey.com/ZA/en/Services/Specialty-Services/Climate-Change-) and-Sustainability-Services/2011---ESR---Main-Page.

Frederick, W.C. (2006). *Corporation, Be Good! The story of corporate social responsibility*. Indianapolis: Dog Ear Publishing.

Frunzaru, V., Vătămănescu, E.-M., Gazzola, P., & Bolisani, E. (2018). Challenges to higher education in the knowledge economy: anti-intellectualism, materialism and employability. *Knowledge Management Research & Practice*, *16*(3), 388-401. DOI: 10.1080/14778238.2018.1493368.

Gazzola, P., Vătămănescu, E.-M., Andrei, A.G., & Marrapodi, C. (2018). Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. *Corporate Social Responsibility and Environmental Management*, *1*(1), 1-11. DOI: 10.1002/csr.1715.

Graham, P. (2006). Issues in Political Economy. In Albarran, A.B., Chan-Olmsted, S.M., and Wirth, M.O. (Eds.), *Handbook of Media Management and Economics* (pp.493–519). Mahwah, New Jersey: Lawrence Erlbaum Associates. – for edited books, all the highlighted information is mandatory (editors, book title, chapter pages, place and publishing house).

Kapferer, J.N. (2008). *The new strategic brand management*. London: Koogan Page.

Pew Research Center (2012). Social networking popular across globe*.* Retrieved from [http://www.pewglobal.org/files/2012/12/Pew-Global-Attitudes-Project-Technology-Report- FINAL-December-12-2012.pdf.](http://www.pewglobal.org/files/2012/12/Pew-Global-Attitudes-Project-Technology-Report-FINAL-December-12-2012.pdf)

Pînzaru, F. (2009). *Manual de marketing [Marketing manual]*. Bucharest: C.H. Beck. – the translation in English of the title, within brackets, is mandatory.

Vătămănescu, E.-M., Andrei, A.G., & Pînzaru, F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: the Facebook case. *Information Technology & People*, *31*(1), 84-110. DOI: 10.1108/ITP-06-2016-0135.