

Symphonya. Emerging Issues in Management - Technical Standard

- Font Times New Roman - Single line spacing
- Margins: top 2 cm; bottom 2,5 cm; left 3,0 cm; right 3,75

Title* (size 20 pt., bold, centred; asterisk 16 pt.)

2 blank lines, 12 pt.

(size 14 pt, Italic, centred) *Author Name Surname**

3 blank lines, 12 pt.

(size 12 pt., Italic, centred)

Abstract

Intangibles are often became.. in global competitive markets.... (Italic)

1 blank line, 12 pt.

(size 12 pt.) **Keywords:** Intangible Assets; Trade Mark.... (separated by ;)

3 blank lines, 12 pt.

1. Section Title (size 12 pt., bold)

1 blank line, 12 pt.

The purpose of this paper ... (size 12 pt., justified, indentation: special first line 0,3 cm; spacing before 0, after 0, single line spacing)

2 blank lines, 12 pt., between sections.

1 blank line, 12 pt., between subsections.

2. Section Title (size 12 pt., bold)

1 blank line, 12 pt.

Rules can be...

1 blank line, 12 pt. between text and formulae.

$$C \equiv (D - D_{min}) / (D_{min} - D_{min})$$

1 blank line, 12 pt. between text and formulae. 1 blank line, 12 pt. between text and figure/table title.

Figure 1/Table 1: Figure/Table Title (size 12 pt, Italic, justified)

1 blank line, 8 pt. between figure/chart title and figure/table

1 blank line, 8 pt. between figure/chart and source

Source: (size 10 pt., alignment left)

1 blank line, 12 pt. between source and text.

For a second or following author: on the same line, follow the same rule adding an extra asterisk.

Sections numbered progressively. Subsections numbered progressively inside each section (e.g.: 1.1, 1.1.1, 1.2) size 12 pt., bold.

Formulae have 1,5 cm indentation; variables are in Italic; operators are Roman; vectors are in lower case bold; numbers Roman, subscripts and superscripts (size 8 pt) in Italic if referred to variables.

Figures and tables numbered progressively and independently (e.g. Figure 1, Figure 2, ...; Table 1, Table 2, ...)

□ *It is the case of Heineken which operates in the field of industrial beers, [...] to both final demand and intermediate demand, and also to the competition.* (size 12 pt. justified, Italic;

indentation: left 1 cm, right 1 cm, special first line 0,3 cm; spacing: before 0, after 0, single line spacing)

1 blank line, 12 pt. between Case History e text.

- they concentrate companies' capacity to establish and control;
- they are a precondition for the development;

(Bullets: size 12 pt., justified, indentation: left 0 cm, right 0, special hanging 0,6 cm; spacing: before 0, after 0, single line spacing)

2 blank lines, 12 pt., between last section and **Bibliography..**

References

(Arrigo, 2005; Brondoni & Lambin, 2001; Brondoni et al., 2013)

Bibliography (size 12 pt., bold) APA Style 6th Edition

1 blank line, 12 pt., between **Bibliography** and first reference.

References: - size 10 pt., justified; - indentation: *left* 0 cm, *right* 0 cm, special *hanging* 0,3 cm; - spacing: *before* 3 pt., *after* 3pt.; - single line spacing.

N.B. If available, DOI url of each reference must be specified as shown below.

Brondoni, S. M. (2002). Global Markets and Market-Space Competition. *Symphonya. Emerging Issues in Management* (www.unimib.it/symphonya), (1), 7-15.

<http://dx.doi.org/10.4468/2001.1.03brondoni>

Lambin, J. J., Chumpitaz, R., & Schuiling, I. (2007). *Market-driven Management: Strategic and Operational Marketing*. Palgrave Macmillan.

1 blank line, 12 pt.

Notes (size 12 pt, bold) Must be ENDNOTES => Bibliographic notes are NOT allowed. In the text, put between brackets the source/reference e.g.

1 blank line, 12 pt., between **Notes** and first note.

Notes: - size 10 pt., justified; - numbered progressively; - endnotes (at the end of the text); - indentation: *left* 0,02 cm, *right* 0 cm, special *first line* 0,3 cm; - spacing (between notes, not inside them): *before* 3 pt., *after* 3pt.; - single line spacing. (e.g.:

¹ See the definition of brand in "Marketing Lexicon" by S.M. Brondoni (ed.), 2000, p. 23, CLUEB, Bologna.

(*)

If the article is written by more than one author, specify the contribution of each author. (e.g.: E. Arrigo §§ 1, 2; F. Gneccchi §§ 3, 4). (Footnote in the first page, same setting of the endnotes.)

* Position, University/Firm, (Author e-mail) e.g.: Full Professor of Management, University of Milan-Bicocca, (silvio.brondoni@unimib.it)