

## **Instructions for Contributors and the Proceedings Style Guidelines**

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### **ABSTRACT**

The abstract should summarize the content of the paper. Please keep the abstract fewer than 100 words. Please use 1.5 line spacing throughout your document. Do not have references or equations in the abstract. The content of your paper, starting with an introduction section, should follow abstract and keywords.

Keywords: Author Guide, Manuscript, Camera-Ready, Copyright Transfer Form,

### **IMPORTANT INFORMATION**

Your manuscript should be prepared to be printed on A4 paper. Use Times New Roman font throughout, 12-point font, and 1.5 spaced. All margins should be set to 3 centimeters (1.2 inches). It is imperative that the margins and style described below be adhered to carefully. Please keep in mind that the manuscript you prepare will be printed to a standard office laser printer and then duplicated for the proceedings -- exactly as it is received. Readability of copy is of paramount importance. A paper

submitted which does not comply with these formatting instructions will not be published.

Submissions (including references) for the conference proceedings should be between 1500 and 3000 words. Please send your manuscript to: **bankacilikongresi@gmail.com**

## **PREPARATION OF MANUSCRIPTS**

### **General Appearance**

The text must be in English. The submitted computer files of each contribution must be in their final form and of good appearance because they will be printed out directly. It is essential that your DOC or RTF files be “camera-ready” for duplication. The document you are reading is in the format that should be used to prepare your paper.

### **Specifications**

To ensure uniformity of appearance your paper should conform to the following general specifications:

- 1) The document is to be set for A4 Size paper.
- 2) All margins are to be set at 3 centimeters (1.2 inches).
- 3) Do NOT number the pages or set the document for automatic page numbering.
- 4) The header and footer must be at 1.27 cm (0.5 inch). This allows for page number insertion.

## **FONTS AND SIZES**

Documents must be prepared using Times New Roman font. Text must not be greater than **12-point size**. Some technical formatting programs print mathematical formulas in italic type, with subscripts and superscripts in a slightly smaller font size. This is acceptable.

Microsoft Word and RTF digital files are acceptable. Documents containing text written in other alphabet types must be saved as a PDF file to preserve the original formatting.

## **FIRST PAGE**

**Title:** The title should be centered across the top of the first page.

**Authors Names, Affiliations, and Addresses:** The authors name, affiliation, and address should be centered below the title.

**Keywords:** From 5 to 7 keywords may follow the abstract (as shown in this document).

## **HEADINGS**

Major headings are to be centered in a bold font and in capital letters without underline. The “HEADINGS” at the top of this paragraph is a major heading.

### **Subheadings**

Subheadings should be in a bold font in lower case with initial capitals. They should start at the left-hand margin on a separate line.

**Sub-subheadings:** Sub-subheadings are to be in a bold font. They should be indented and run in at the beginning of the paragraph.

**Tables and Figures:** All tables and figures should be placed as close as possible to the location in the text where they are first cited. Each table or figure should be capitalized, centered, bold and followed by a number (e.g., TABLE 1). The identification labels should be under “Table” or “Figure”, centered, and typed in initial caps for each word (Title case). Any table or figure’s identification labels should not be bold, italics or underlines.

**Graphics:** All illustrations, pictures, and charts should be clear prints. They should be within the text as appropriate, or all placed at the end of the paper. Make sure that you include a caption for each graphic.

**Footnotes:** Footnotes should be in singled-line spacing at the bottom of the page where it is cited.

**Acknowledgements:** Any acknowledgments should be just before the references.

## **READABILITY**

You are advised to use a professional editor to review your paper. Computerized software grammar checkers may not be adequate to check your document.

## **CONCLUSIONS**

The better you look, the better we all look. Thank you for your cooperation and contribution. We look forward to seeing you at the conference.

## **REFERENCES**

**In-text citations:** In-text citations are used in parentheses in the form of the author's last name and year published. For example:

- A work by an author:

According to Jones (1998), APA style is a difficult citation format for first-time learners.

- A work by two authors:

Research by Kohli and Jaworski (1994) supports...

Or:

In behavioral terms, marketing orientation engenders the forms of intelligence generation, dissemination, and responsiveness (Kohli & Jaworski, 1990).

In the case of using direct citations, it should be inserted quotation marks around this phrase. For example:

"After that I lived like a young rajah in all the capitals of Europe..." (Fitzgerald, 2004).

**Reference List:** References should be placed alphabetically at the end of the manuscript and should include only those actually cited in the text. The style guidelines for references must follow the publications manual of the American Psychological Association (APA). Titles of journals or books will be italicized instead of underlined. Each citation in a reference list includes various pieces of information including:

1. Name of the author(s)
2. Year published
3. Title
4. City published
5. Publisher
6. Pages used

Generally, APA Reference List citations follow this format:

Last name, First Initial. (Year published). *Title*. City: Publisher, Page(s).

- Journal articles:

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number(issue number), pages.

- With one author:

Finkelstein, S. (1992). Power in top management teams: Dimensions, measurement, and validation. *Academy of Management Journal*, 3, 505-538.

- With two authors:

Feldman, M. S., & March, J. G. (1981). Information in organizations as a signal and symbol. *Administrative Science Quarterly*, 26 (5), 171-186.

- Book:

Author, A. A. (Year). *Title of book*. Location: Publisher.

Cyert, R. M., & March, J. G. (1963). *A behavioral theory of the firm*. Englewood Cliffs, NJ: Prentice-Hall.

- Chapter in edited books:

Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In A. A. Editor & B. B. Editor (Eds.), *Title of book* (pages of chapter). Location: Publisher.

Bayoumi, T., & Barry, E. (1997). Is regionalism simply a diversion? Evidence from the evaluations of the EC and EFTA. In T. Ito (Ed.), *Regionalism versus multilateral trade arrangements*. (pp.234-249). Chicago, IL: University of Chicago Press.

- Internet articles:

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical, volume number*(issue number if available). Retrieved from <http://www.someaddress.com/full/url/>

Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites, 149*. Retrieved from <http://www.alistapart.com/articles/writeliving>

- Web document or report:

Author, A. A., & Author, B. B. (Date of publication). *Title of document*. Retrieved from <http://Web address>

Angeli, E., Wagner, J., Lawrick, E., Moore, K., Anderson, M., Soderland, L., & Brizee, A. (2010, May 5). *General format*. Retrieved from <http://owl.english.purdue.edu/owl/resource/560/01/>