



International Conference on Enhancing Consumer Awareness

GENERAL GUIDELINES FOR FULL PAPERS

1. File and page format

Page format should be A4 page size with standard margins (2.5 cm from each side).

Pages should be numbered (page number at right bottom corner).

Files should be sent in .doc or .docx format

2. Main text

All papers are limited to 20 pages. This includes everything: the title page, main body, abstract, references, tables, and figures.

Text should be justified, in each new paragraph the first line should be indented (0,75 cm).

3. Fonts

Main body of the text: Times New Roman, 1,5 line spacing, 11 font size.

Sections headings: Times New Roman, 12 font size, bold.

4. Tables, images and figures (if included):

Should be integrated within the text as close as possible to where they are first mentioned;

Should be centred and prepared in shades of grey

The headers (10 pts font size) should be placed under the figure/image, and above the table (see the template);

Should include the reference (source of information) presented right under the table and figure/image title (see examples);

Font size: headers – 10 pts, sources – 8 pts, depending on the amount of data presented in the table/figure use font size from 6 to 9 pts.

5. References in the main text

Please, use Harvard citation style. See: <https://www.mendeley.com/guides/harvard-citation-guide>

6. Bibliographic references:

References mentioned in the text should be sorted alphabetically by (first) author and presented in a format complying with the Harvard Style. Publication title should be given in italics.

For more details and paper structure please consult the paper template.