

## Guideline for Authors

### 1. IJCS Topic Areas

The *International Journal of Commerce and Strategy (IJCS)*, ISSN 2073-2147, founded in 2009, is a journal on the subject of strategic management. This quarterly, double-blind peer-reviewed periodical is published for researchers, academics, and graduate students for publishing inventive and influential papers. Potential topics of interest include, but are not limited to strategic management. Topics of E-Commerce, Information Management, Marketing Management, Innovation Management, Knowledge Management, Human Resource Management, Organizational Behavior and Organizational Theory are welcomed as well.

### 2. Manuscript Submission

- (1) Submission of a manuscript to IJCS implies that the manuscript has neither been published nor accepted for publication, and is not currently under review elsewhere.
- (2) After the manuscript is published, the copyright belongs to IJCS. The author is still responsible for the article of publication ethics. Please confirm whether the submitting manuscript has duplicate submission, plagiarism or copyright infringement.
- (3) Manuscripts should be prepared using MS Word format on A4 size paper. Each manuscript should consist of two files: the title page, the text and references page (with the abstract and keywords listed above the text).
- (4) The structure of text should consist of introduction, literature review and hypothesis, methodology, results, and conclusion and suggestion sections. The conclusion and suggestion section comprises of conclusion, research implication, managerial implication, and suggestion for future research. A separate paragraph should describe managerial implication derived from research results and demonstrate how to apply the findings to resolve business problems.
- (5) Abstract, writing format and references should follow the manuscripts requirements of IJCS.
- (6) Once the manuscript is accepted, authors are responsible for their manuscript's proofreading.

### 3. The Review Process

- (1) All manuscript can be sent by logging in at <http://ijcs.topco-global.com> or be sent via e-mail at [ijcs@tmi.org.tw](mailto:ijcs@tmi.org.tw)
- (2) Each paper is first reviewed by the chief editor. After being judged eligible, manuscript is then sent to two referees for double-blind peer review. Based on reviewers' detailed comments and recommendations, the author should revise or defense his paper to pass final review.
- (3) Upon acceptance of a paper, the author/authors will be asked to sign a Copyright Transfer Agreement Form. The copyright of paper is transferred to IJCS. Author, however, is responsible for his writings.
- (4) To encourage the submission of high-quality manuscripts, the IJCS offers a reward of NTD10,000 for each published manuscript.

### 4. Contact Information

If you have any question in submitting manuscript, please feel free to contact with IJCS. Tel: +886-2-26589282#252; E-mail: [ijcs@tmi.org.tw](mailto:ijcs@tmi.org.tw); Website: <http://ijcs.topco-global.com>

# Structure of Manuscript Requirements of IJCS

## 1. The Format of a Section

Prime headings (including appendices) should be placed in the center and use boldface type. The font should be Times New Roman typeface in 17-point pitch. For example:

### Introduction

Secondary headings should be flushed left and use boldface type. The font should be 12-point Times New Roman. For example:

#### Strategy Management

Third headings should be flushed left and use boldface type. The font should be 10-point Times New Roman. For example:

#### Strategic Goal

Fourth headings should be flushed left and use boldface type. The font should be 9.5-point Times New Roman. For example:

#### Company Goal

## 2. Paper Setting

- (1) Manuscripts should be prepared using MS Word on A4 size paper setting, with 2 columns with 3cm margins on the top, the others (bottom, right and left) with 2cm margins. Number all pages consecutively, beginning with the text page, and insert the page number at the bottom of each paper. Regular papers should be set at a fixed 17-point space, and not exceed 20,000 words, inclusive of abstract, reference and appendices. The font should be 9.5-point Times New Roman typeface, excluding the headings that we stated above.
- (2) Manuscripts should be submitted in two files: the title page, the text and references page (with the abstract and keywords listed above the text).
- (3) To preserve anonymity, authors should remove tell-tale tracks in their manuscript, such as quotes obviously from their own publications or detailed reference to their unpublished papers except for the title page mentioned below.

## 3. Title Page

The title page should be typed in Chinese and English and include the information specified below:

- (1) The title should be provided.
- (2) A brief autobiographical note should be supplied including full name, institutional affiliation, current address, e-mail address and telephone number of the author to whom correspondence and proofs should be sent.
- (3) A brief professional biography including the author's educational background, main research areas and where the author's research papers have been published.

#### **4. Abstract and Keywords**

The abstract and keywords page should include the purpose, design/methodology/approach, findings, research limitations/implications, practical implications and the originality/value. Maximum length is 300 words in total. In addition provide up to five keywords which encapsulate the principal topics of the paper.

#### **5. Figures and Tables**

All figures (charts, diagrams and line drawings) and plates (photographic images) should be saved in their native formats, in black and white. The description and title should be placed as below.

- (1) The description of the graphic should be placed under the graph.
- (2) The description of the photographic images should be placed under the photo.
- (3) The description of the charts should be placed above the chart.
- (4) Any explanatory analysis of the graphs, charts and photos should be placed under each one respectively.
- (5) All figures (charts, diagrams, line drawings, photographic images) should be numbered consecutively with Arabic numerals.
- (6) All the descriptions of diagrams and charts need to be prepared as follows: "figure 1 The Structure of Research"  
Guideline: there is one space between "figure" and "1"; and two spaces between "1" and "The".
- (7) All the data listed in charts should be centered.

#### **6. Citations**

Reference citations should be placed in the text and consist of the cited author's last name and the year of publication, enclosed in parentheses.

- (1) Works by a single author  
Sample: a. Xu (2012) stated that.....  
b. This problem has been discussed before (Xu, 2012).
- (2) Works by two authors  
Sample: a. Wilcox and Stephen (2013) stated that .....  
b. This problem has been discussed before (Wilcox and Stephen, 2013).
- (3) Works by multiple authors  
Sample: a. Morlacchi et al. (2005) stated that .....  
b. Burke (1997); Daugherty et al. (2008); Griffith and Chen (2004) stated that .....  
c. This problem has been discussed (Morlacchi et al., 2005).  
d. This problem has been discussed before (Burke, 1997; Daugherty et al., 2008; Griffith and Chen, 2004).

Guideline: When citing multiple authors, the authors should be listed in alphabetical order.

#### **7. Reference List**

The first line of each entry should be even with the left margin, and subsequent lines should be indented five spaces. Sort references by the first author's last name; multiple papers by

the same author should be listed in chronological order. It is the responsibility of the authors to check all references for completeness, including year, volume and issue numbers and page numbers for journal citations. Make sure that all references mentioned in the text are listed in the References section and vice versa. Citing IJCS papers raises the “impact factor” of the IJCS, thus enhancing the prestige of the journal and of the papers published.

(1) General guidelines for the reference list:

- a. Magazine and journal titles should be listed in free type, and the issues of publication needs to be enclosed in parenthesis ( ).
- b. Excepts for articles, conjunctions and prepositions, the first character of each word of the title should be capitalized. The first character of a title or subtitle should be also capitalized (including articles and prepositions).

(2) Use the examples below as a guide for the reference style.

a. Book

King, D., Lee, J., Liang, T. P. and Turban, D., 2012. *Electronic Commerce 2012: A Managerial and Social Networks Perspective (italic)*, New York, NY: Pearson.

b. Journal Article

Frischmann, T., Hinz, O. and Skiera, B., 2012. Retailers' Use of Shipping Cost Strategies: Free Shipping or Partitioned Prices? *International Journal of Electronic Commerce (italic)*, 16(3), 65-88.

c. Book Chapter

Kazienko, P. and Adamski, M., 2004. Personalized Web Advertising Method, in De, B. P. and Nejdil, W. (Eds.), *Adaptive Hypermedia and Adaptive Web-based Systems (italic)*, Heidelberg, NY: Springer-Verlag, 146-155.

d. Conference Proceeding Paper

Xu, X., 2012. Exploring the Factors Predicting Continuance Use of Mobile Micro-blogs, *Proceedings of the IADIS International Conference E-Commerce (italic)*, Portugal, 75-92.

e. Doctor or Master Thesis

Lee, B. S., 2011. *Florida Certified Minority Business Enterprise Adoption and Utilization of Electronic Commerce (italic)*, Unpublished Doctoral Dissertation, Florida State University, Tallahassee, FL, USA.

f. Working Paper, Manuscript

Perigot, R., 2012. Determinants of e-Commerce Adoption by Franchisors: Insights from the U.S. Market, Working Paper (2012-06), University of Caen.

g. Newsletter Article

Clayton, N., 2012. Online Store Creator Tictail Raises \$1.6 Million (October 23), *The Wall Street Journal*, A6.

h. Electronic Sources

Hasley, J. P. and Gregg, D. G., 2010. An Exploratory Study of Website Information Content, retrieved from <http://www.redalyc.org/articulo.oa?id=96516198004>