

TITLE OF THE PAPER (Times New Roman, 14, bold, uppercase, centered)

(1 enter)

First Name (Times New Roman, 12, bold, capitalized, centered) LAST NAME (Times New Roman, 12, bold, uppercase, centered)

NAME OF THE UNIVERSITY, COUNTRY (Times New Roman, 11, bold, uppercase, centered)

Name of the Faculty (Times New Roman, 11, bold, capitalize each word, centered)

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Abstract (Times New Roman, 10, bold, justified): *The abstract is written in Romanian and English. The content of the abstract should have a maximum of 300 words. The Abstract is written in Times New Roman, 10, italics. The text is justified and single-spaced (spacing 1). The abstract should provide enough information for the reader to understand the nature and importance of the topic presented in the paper. Thus, the abstract should be structured in such a way as to provide information regarding: (i) a brief introduction into the topic of the paper; (ii) an overview of the current state of the scientific literature on this topic/ of the research gap; (iii) a brief presentation of the research purpose and methodology; (iv) a presentation of the main results and implications of the research; (v) an emphasis on the contribution of the paper to the field of study.*

(1 enter)

Keywords [Times New Roman, 10, bold, justified]: keyword1, keyword2, keyword3, keyword4, keyword5, keyword6. Keywords are written in Romanian and English. Keywords should be maximum 6. They should be listed in decreasing order of importance, and they should be consistent with the title and the abstract. Keywords are written Times New Roman, 10, justified, single-spaced.

(1 enter)

JEL Classification [Times New Roman, 10, bold, justified]: JEL code1, JEL code2, JEL code3, JEL code4, JEL code5, JEL code6. Immediately after the keywords, provide up to 6 standard JEL codes. The JEL codes are written Times New Roman, 10, justified, single-spaced. The available codes may be accessed at JEL: <http://www.aeaweb.org/jel/guide/jel.php>.

(1 enter)

1. Introduction (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. The chapter titles will be numbered consecutively with Arabic numerals)

(1 enter)

The text of the paper will be written using Times New Roman, 12, normal, aligned justify, single-spaced (spacing 1). The paragraphs are written with one tab as this one: indentation 1.27 cm. Page margins: all margins should be set at 2.5cm left and 2 cm up, down, right (the template margins are already set to these specifications).

The paper may be written in Romanian or English.

The introduction should familiarize the reader with the general context of the addressed subject and should show the importance of the subject and the approach used by the author to deal with it. It is important that this section illustrates the current level of knowledge, the recent research in the field, the research gap (respectively those aspects insufficiently studied up to now or insufficiently studied from a certain perspective) and the purpose (objectives) pursued by the paper. At the same time, this section should also briefly present the main contributions of the paper to highlight how the research results contribute to closing the research gap.

(1 enter)

2. Literature review (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

(1 enter)

2.1. Subtitle (Times New Roman, 12, bold, italic, capitalize first word, justified, indentation 1.27 cm. The subtitles will be numbered consecutively with Arabic numerals, in accordance with the chapter number).

2.1.1. Sub-subtitle (Times New Roman, 12, italic, capitalize first word, justified, indentation 1.27 cm. The sub-subtitles will be numbered consecutively with Arabic numerals, in accordance with the chapter number).

The text of the paper will be written using Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). The paragraphs are written with one tab as this one: indentation 1.27 cm.

This section may consist of several sections or sub-sections and should have a logical and clearly defined structure, marked by the appropriate use of hierarchical title and subtitle. In this section, the existing theoretical approaches in the specialized literature regarding the domain of the present research should be presented, representing the basis from which the author's own research will start. The author should consider all significant references and make a synthesis of the different viewpoints expressed by the different authors. The approach of this section is from general to particular and will be elaborated based on relevant and credible sources of documentation, consisting of books, journal articles, etc., belonging to established authors in the field, as well as recent papers that present the elements of novelty. Also, the author should provide the working definitions of the basic concepts used in the paper, as well as the main ideas, models, or theories found in the literature related to the present research. It is very important to cite all sources used and correctly use the references in the text and those in the reference list at the end of the paper, using Harvard style.

(1 enter)

3. Methodology (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

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The text of the paper will be written using Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). The paragraphs are written with one tab as this one: indentation 1.27 cm.

This section contains the research methods used by the author and must explain how the research was designed and carried out. Thus, this section presents the stages of the research process, the quantitative and/or qualitative methods used for data collection, the research population and sample, the research instrument (for example, the questionnaire), data analysis methods, including software programs used for processing statistical data, if appropriate.

(1 enter)

4. Results (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

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The text of the paper will be written using Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). The paragraphs are written with one tab as this one: indentation 1.27 cm.

This section may contain one or more sections depending on the chosen theme. Graphs and tables can be used to present the main results/findings of the research. This section encourages the use of critical thinking to realistically analyze the results obtained and how the research hypotheses were or were not validated/the objectives were or were not achieved.

(1 enter)

5. Discussion (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

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The text of the paper will be written using Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). The paragraphs are written with one tab like this one – indentation 1.27 cm.

It is important that in this section the results obtained through the conducted research are compared with the results of other similar research, by using specialized literature in the field of research. Also, if the paper presents a theoretical model or theory, the discussion should focus on how the new conceptual contribution can be applied and highlight how it compares to some similar models or theories. Furthermore, this section could also illustrate how the authors respond through their research to the identified research gap, how the findings of the conducted

study could be applied, and how the obtained results can extend the results of other previous studies.

(1 enter)

6. Conclusions (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

(1 enter)

The text of the paper will be written using Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). The paragraphs are written with one tab as this one: indentation 1.27 cm.

The conclusions section should discuss the significance of the paper, provide a synthesis of the purpose and methodology of the research, and present the main findings of the research, including from the perspective of validation/invalidation of the research hypotheses. Moreover, in this section, the main contributions of the paper should be illustrated, respectively, the theoretical, practical/managerial implications of the research results. The author should also indicate the major limitations of the research, as well as suggestions/directions for future research.

(1 enter)

7. References (Times New Roman, 12, bold, capitalize first word, justified, indentation 1.27 cm. Chapter titles will be numbered consecutively with Arabic numerals)

(1 enter)

References are ordered alphabetically by the name of the first author, regardless of the type of source, in the form of a numbered list, written in Times New Roman, 12, normal, alignment justify, single-spaced (spacing 1). References should follow the Harvard referencing style. Further details can be found here: <https://library.aru.ac.uk/referencing/harvard.htm>.

It is required to have a strict correspondence between the references cited in the text of the paper and the references listed at the end of the paper. This means that in the final list of references only the works cited in the text of the paper will be written and nothing else. In the text of the paper, works are cited by indicating the authors last name and the year of publication, within brackets. For published papers with four or more than four authors, only the first author's last name, followed by et al. and the year of publication will be used. In the final list of references, each work must be written with all the authors.

The following are some examples of how to make citations for different types of documents within the text of the paper and how to write them in the final list of references.

The concept of research can have different meanings, which differ from one field to another (Ştefan et al., 2021). Kumar (2019) believes that research aims to answer a problem/question. The most important reason for doing research is to produce new knowledge and understanding and to disseminate it to make it available to others (Walliman, 2011). Formulating and clarifying the research topic is the starting point of a research project (Saunders, Lewis and Thornhill, 2016). The term meta-analysis refers to the statistical approach of combining data derived from a systematic review to provide a general conclusion about a particular research topic (Davis et al., 2014). Researchers using qualitative research must be open about their data analysis and provide evidence of their thinking (Anderson, 2010). In general terms, Baron and Kenny (1986, p. 1174) consider a moderator to be a "quantitative or qualitative variable that influences the direction and/or strength of the relationship between an independent or predictor variable and a dependent or criterion variable". More examples of Harvard reference style can be found on A.R.U. (2024).

1. Anderson, C., 2010. Presenting and Evaluating Qualitative Research. *American Journal of Pharmaceutical Education*, 74(8), Art. no. 141. <https://doi.org/10.5688/aj7408141>.
2. A.R.U., 2024. Harvard System. [online] Available at: <https://library.aru.ac.uk/referencing/harvard.htm> [Accessed 13 April 2024].

3. Baron, R., & Kenny, D., 1986. The Moderator-Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), pp. 1173-1182. <https://doi.org/10.1037//0022-3514.51.6.1173>.
4. Davis, J., Mengersen, K., Bennett, S., & Mazerolle, L., 2014. Viewing systematic reviews and meta-analysis in social research through different lenses. *SpringerPlus*, 3, Art. no. 511. <https://doi.org/10.1186/2193-1801-3-511>.
5. Kumar, R., 2019. *Research Methodology: A Step-by-Step Guide for Beginners*. 5th ed. Sage.
6. Saunders, M., Lewis, P., & Thornhill, A., 2016. *Research Methods for Business Students*. 7th ed. Edinburg: Pearson Education.
7. Ștefan, S.C., Popa, Ș.C., Olariu, A.A., & Popa, C.F., 2021. *Metodologia cercetării în management*. București: Pro Universitaria.
8. Walliman, N., 2011. *Research Methods: The Basics*. London: Routledge.

Figures and tables

Figures and tables should be placed immediately after their reference point in the text as possible. All figures and tables must have titles and must be referred to within the text. Also, all figures and tables must be accompanied by their source (if the illustration is the results of the authors' own research, it should state "Source: Authors' own research").

Figures will be integrated into the text. Under each figure the abbreviation Fig. is written centered, and the current number is followed by explanations written in Times New Roman, 11, normal, centered. Under each figure, if applicable, mention the bibliographic source in Times New Roman, 8, italic, centered.

(1 enter)



Fig. 1. Example of figure (Times New Roman, 11, normal, centered)

Source: Author (Times New Roman, 8, italic, centered)

(1 enter)

The tables inserted into the text will be numbered with Arabic numerals. The word Table and the current number are written aligned to the right, above the table, and the explanations are centered on the immediately following line – Times New Roman, 11, normal. The formatting of the tables is done uniformly throughout the work. Under each table, if applicable, mention the bibliographic source in Times New Roman, 8, italic, centered.

(1 enter)

Table 1 (Times New Roman, 11, normal, aligned to the right)

Example of a table (Times New Roman, 11, normal, centered)

Title	Title	Title	Title	Title
...
...

Source: Author (Times New Roman, 8, italic, centered)

(1 enter)

Numbers, Formulas and Equations

Numbers. Please, use the point style for percentage numbers. For articles written in Romanian, the comma will be used as the decimal separator and the period as the thousands

separator. For articles written in English, a period will be used as a decimal separator and a comma as a thousands separator.

Formulas will be written in Times New Roman, 11, normal, respecting the usual conventions regarding style and dimensions for variables, functions, vectors, etc. Each formula will be centered and numbered on the right, between round brackets.

Equations will be written using the equation editor from Word (Insert Equation). Equations are centered and numbered consecutively (see Equation 1), from 1 upward.

$$x_1 + x_2 = 2.5\% \quad (1)$$