

ASB Style Guide

This sheet provides instructions concerning the format and style of papers appearing in the ASB proceedings. It is therefore important for authors to follow these instructions very carefully.

Page Limit:

The manuscript must not exceed 15 pages, single-spaced, including all author information, the title of the paper and the abstract, footnotes and endnotes, tables, figures, and appendices, but excluding references.

Type:

If you are working in Word or WordPerfect, please use CG Times or Times New Roma font size 11. Please make sure to spell and grammar check your paper before submitting it. Do not use page numbers – they will be inserted by the proceedings editor should your paper be included in the proceedings.

Margins:

Left and right margins, except for the abstract (see below), should be 1.25 inches with 1.5 inch margins for the top and bottom. All paragraphs, except the abstract, should be indented 1.5 inches. Text should be fully (right and left) justified. Hyphenating is encouraged to obtain more even work-spacing.

Spacing:

Spacing should adhere to the following format:

- Single space the body of the paper
- Triple space before and double space after first level headings
- Double space before and after second level headings
- Double space between paragraphs
- Triple space between the text and word “Table” or “Figure”
- Triple space before and double space after the words “Appendix” and “References”
- Double space between the last line of the text and the first line of the footnotes: double space between the footnotes if more than one

First Page

Do not use a separate title page. Begin the first page with the following format. On the third and fourth lines, at the left margin, type the location of the Conference and dates, and at the right margin, type the author's name (one line) and affiliation (two lines maximum). If your affiliation title is long, then adjust the format to provide more typing space or abbreviate. If two authors are from the same school, do not repeat each author's affiliation. The authors' names should be given followed by the affiliation. The example following these instructions shows the correct format.

Note: To be considered for the Best Student Paper Award, students must be identified as such and their status must be indicated on the first page of the paper.

Page Numbers

Do not type in page numbers as they will be inserted by the editor prior to printing.

Title

The title should be all capital letters and centered at the top of the first page. If more than one line is required, single space between the lines. If an acknowledgement is given, then footnote the title accordingly.

Acknowledgements

These should be footnoted at the bottom of the first page (see section on footnotes), and should be labelled in the usual manner. The acknowledgements would be footnote 1.

Abstract

An abstract of approximately 50 words should be placed after the title and immediately before the body of the text. Do not type "Abstract" after the title. The abstract should have 1.5 inch left and right margins to set it off from the main text (see example below).

Headings

First level (or main) headings should be centered and bold-typed in upper and lower case, with only major words beginning with capitals. No period is used after the heading. *Second level* headings should be bold-typed flush to the left margin with main words capitalized. *Third level* headings are bold-typed in the paragraph following normal paragraph indentation. Only the initial letter of the first word is capitalized and the heading is ended with a period. The text follows on the same line without extra spacing. Do not place headings at the bottom of a page if there is not room enough to begin the relevant text.

Figures and Tables

Figures and tables should appear soon after their first citation in the text. Each table or figure should have a bold-faced title describing its content. The label and the title should be centered and typed in upper/lower case. There should be no period after the title. Tables and figures may be produced either in the body of the text or on a separate page, depending on their size. Please avoid photo-reduced figures and tables because this will make them illegible in the Proceedings.

Quotations

If quotations contain four or more lines, they should be set off from the body of the text by using 1.5 inch left and right margins.

Citations (or Calling References)

Books, journals and other references should be cited in the text by enclosing in parentheses the author's surname and the year of publication. Examples: (Roy, 1980; Wong, 1988). If a reference contains no author, use first two or three words of the title and the year. Example: (Government Turmoil, 1987). Exercise discretion when citing your own work – remember the refereeing process is double-blind.

Footnotes

Footnotes are generally discouraged, but may be used when necessary. They should be numbered consecutively and placed at the bottom of the page on which they appear, separated from the body of the text by a line one inch long (or 10 spaces). Two footnotes on the same page should be separated by a double space. Be sure to observe the margin requirement at the bottom of the page. Footnotes should not be attached to equations.

Equations

All equations should be placed on separate lines, centered, and numbered consecutively. Be certain that all symbols are adequately defined. Identification numbers should be placed in parentheses along the right margin as shown below.

$$A = f(X_1, X_2, X_3, \dots X_n) \quad (1)$$

Appendices

Appendices, if needed, should immediately follow the body of the paper and precede the references. The title should be centered and bold-faced.

References (Bibliography)*

The bibliography of cited sources should be entitled "References" and should appear at the end of the paper. This section should immediately follow the main body of the paper, after any Appendices.

Below are examples of book, journal, proceedings, and website references. Additional documentation problems may be resolved by consulting Kate Turabian A Manual for Writers, 4th ed., University of Chicago Press, 1973, Section 6.

For books:

Becker, Brian E., Huselid, Mark A. & Ulrich, Dave, *The HR Scorecard: Linking People, Strategy, and Performance*, Boston MA: Harvard Business School Press, 2001.

For journals:

McGuire, Jean & Matta, Elie, "CEO Stock Options: The Silent Dimension of Ownership," *Academy of Management Journal*, 46(2), (April 2003), 255-265.

For conference proceedings:

Long, Richard, "High Involvement Management and Performance Pay in Canada: An Empirical Study," *Proceedings of the 2001 Annual Conference of the Administrative Sciences Association of Canada*, Human Resources Division, Vol. 22, No. 9, Trevor C. Brown (ed.), 77-86.

For Websites:

Phillips, Robert, "Some Key Questions about Stakeholder Theory,"
http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=471. [Accessed 11 May 2004].

If no author is given, reference like unsigned newspaper/journal article:

"Canada's Venture Capital and Private Equity Association - 2003 Annual Statistical Review,"
http://www.cvca.ca/statistical_review/table_3x2003.html. [Accessed 11 May 2004]; in-text citation
("Canada's Venture Capital," 2004)

Web page

Stoddard M. AHSL Educational Services--draft [web page] Feb 1995;
<http://amber.medlib.arizona.edu/homepage.html>. [Accessed 16 Mar 1995].

If no author is given, reference like unsigned newspaper/journal article:

"Sexual harassment: Myths and realities." [web page] n.a.; <http://www.apa.org/pubinfo/harass.html>.
[Accessed 12 June 1996].

In-text citation:

("Sexual harassment," 1996)

ASB 2010
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THE APPLICATION OF THE MARKETING CONCEPT IN CANADA¹

The marketing concept has been around a long time. This study reports how top Canadian marketing executives have adopted the concept in their organizations.

The Canadian Experience

The marketing concept is generally well known and respected by Canadian business people, but there was a time

¹ Acknowledgements