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Name Surname, Name Surname

Title [Style: ZP\_Title]

**Abstract:**

*A single paragraph of about 200 words maximum. We strongly encourage authors to use the following style of structured abstracts, but without headings:*

*Objective*: Place the question addressed in a broad context and highlight the purpose of the study.

*Research Design & Methods*: Describe briefly the main methods or treatments applied.

Findings: Summarize the article's main findings.

*Implications/Recommendations*: Refer impact that this research might have on future research or policy decision or the relevant field of interest of this study.

*Contribution/ Value Added*: Indicate the main conclusions or interpretations. The abstract should be an objective representation of the article, it must not contain results which are not presented and substantiated in the main text and should not exaggerate the main conclusions.

*Article classification:* research article *or* theoretical/review paper

*Keywords:* keyword 1; keyword 2; keyword 3 (List three to ten pertinent keywords specific to the article; yet reasonably common within the subject discipline)

*JEL classification:* at least one code (e.g. F22). For JEL codes please visit: <http://www.aeaweb.org/jel/guide/jel.php>

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How to Use This Template

The template details the sections that can be used in a manuscript. Note that each section has a corresponding style, which can be found in the ‘Styles’ menu of Word (marked as ZP\_). Sections that are not mandatory are listed as such. The section titles given are for Articles. Review papers and other article types have a more flexible structure.

**Research articles** should contain: (1) Introduction; (2) Literature review or literature review and hypotheses development; (3) Research methodology; (4) Results and discussion; (5) Conclusions.

**Theoretical articles** should contain: (1) Introduction; (2) Research methodology; (3) Literature review and theory development; (4) Discussion; (5) Conclusions.

Remove this paragraph and start section Introduction. For any questions, please contact the editorial office of the journal or anna.chrabaszcz@uek.krakow.pl.

1. Introduction ↑12pt ↓6pt [Style: ZP\_Heading1]

The introduction should briefly place the study in a broad context and highlight why it is important. It should define the purpose of the work and its significance. The current state of the research field should be reviewed carefully, and key publications cited. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As far as possible, please keep the introduction comprehensible to scientists outside your particular field of research (Smith, 1976).

The style for text is ZP\_text.

Please do not use footnote as reference.[[1]](#footnote-1)

[Read the guidelines for authors very carefully before formatting the article, please!]

2. Literature review *or* Theory development ↑12pt ↓6pt [Style: ZP\_Heading1]

In **research article** should be include a literature review, revealing all important authors dealing with the topic of the article.

In **theoretical article** should be include a very detailed literature review, revealing all important authors dealing with the topic of the article.

3. Research methodology ↑12pt ↓6pt [Style: ZP\_Heading1]

Research article including goals, hypothesis and research methods. Provide sufficient detail to allow quantitative research to be replicated. Methods already published should be indicated by a reference: only relevant modifications should be described.

Theoretical article including goals, and research methods. Provide how the literature was selected to analysis. Methods of analysis should be de-scribed.

3.1. Subsection ↑6pt ↓6pt [Style: Heading2]

Bulleted lists look like this:

* first bullet [style: bullet list in text],
* second bullet,
* third bullet.

Numbered lists can be added as follows [style: ZP\_numbered list in text]:

1. First item,
2. Second item,
3. Third item.

Use comma (,) after each line of bullets/numbering, and dot (.) after the last one. In most cases, please use bullets instead of numbering! Use each line with the small letter. For full sentences, use (.) after each line and start with the capital letter.

The text continues here (Tab. 1).

All figures and tables should be cited in the main text as Figure 1, Table 1, etc. Tables/Figures should fit the Journal page – they cannot exceed the size 15.0x21.00 cm (150x210 mm)

Table 1. Table captions should be placed above the tables. Tables should be placed in the main text near to the first time they are cited [Style: ZP\_Table’s title]

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| --- | --- | --- |
| Title 1 | Title 2 | Title 3 |
| entry 1 | Data | data |
| entry 2 | Data | data |

Source: from which it was taken, or information that it is developed by author [Style: ZP\_table\_source].

Please try to avoid rasterized images for line-art diagrams and schemas. Whenever possible, use vector graphics instead (Fig. 1).

Figure 1. A figure caption is always placed below the illustration. Short captions are centered, while long ones are justified. The macro button chooses the correct format automatically [Style: ZP\_figure caption]

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4. Results discussion *or* Discussion ↑12pt ↓6pt [Style: ZP\_Heading1]

* Research article including results should be clear and concise. Discussion should explore the significance of the results of the work, not repeat them.
* Theoretical article including discussion should explore the significance of the results of the work, not repeat them.

Formulas are centred and numbered by Arabic numerals in round brackets and aligned right – **all formulas must be numbered**, e.g. (1), at the right side. There should be single spacing of one line between the formula and the text.

|  |  |
| --- | --- |
|  | (1) |
| *X* = | (2) |

5. Conclusions ↑12pt ↓6pt [Style: ZP\_Heading1]

This section is mandatory. This part must include 4 compulsory elements:

a) general summary/overview of (empirical) results and findings

b) practical implications and recommendations for practice (managers, business/industry or policy makers)

c) description of research limitations

d) suggestions for future research directions

Acknowledgments:

In this section you can acknowledge any support given which is not covered by the author contribution or funding sections. This may include administrative and technical support, or donations in kind (e.g., materials used for experiments).

Reference ↑12pt ↓6pt [Style: ZP\_Heading1]

Please use APA style for referring literature. For detailed guidelines visit: https://apastyle.apa.org/style-grammar-guidelines/references/examples. Please list all references in alphabetical order. Only references used in the text can be used.**Use at least 4 references indexed in Web of Science!**

***Text****:* All citations in the text should refer to:

1. *Single author:* the author's name (without initials, unless there is ambiguity) and the year of publication (Smith, 2017);

2. *Two authors:* both authors' names and the year of publication, as demonstrated (Alan & Jones, 2010); but in the sentence: Alan and Jones (2010) proved …

3. *Three or more authors:* first author's name followed by "*et al."* and the year of publication. Citations may be made directly (or parenthetically). Put semicolons (;) between multiple works cited.

Groups of references should be listed first alphabetically, then chronologically. Examples: "as demonstrated (Allan, 1996a, 1996b, 1999; Allan & Jones, 1995). Kramer *et al.* (2000) have recently shown ..."

All citations are provided with sources/references with exact page numbers.

***List****:* References should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters "a", "b", "c", etc., placed after the year of publication. Style: ZP\_reference\_list

Author, A. (Publication Year). Article title. *Periodical Title*, Volume (Issue), pp.–pp. https://doi.org/XX.XXXXX.

Author, A. & Author B. (Publication Year). *Title book*. Publisher https://doi.org/XX.XXXXX.

Author, A. (Ed.). (Publication Year). *Book title*. Publisher.

Author, A. & Author B. (Publication Year). Chapter title. In Editor A. (Ed.) *Book title* (pp.-pp.). Publisher.

Author, A. (Publication Year). Chapter title. In Editor A. & Editor B. (Eds.) *Book title* (pp.-pp.). Publisher. (Reprinted from *Chapter title*,pp.-pp., by Editor A., ed., Publication Year, Publisher)

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Name of act, date month year [Source, number, item,§ section]. Url

https://xxxxxxxx.pl

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**Research Ethics Committee**

Not applicable.

**Conflicts of Interest**

The author/autors declare no conflict of interest.

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**Data Availability Statement**

All data will be available and shared upon request.

1. Footnote (Times New Romana, 8pkt). [↑](#footnote-ref-1)