

The Idea Journal of Applied Research

Technical Requirements for the Manuscripts

A manuscript for The IDEA Journal of Applied Research (IDEA JAR) must be presented and formatted according to the editorial requirements.

Style of presentation

1. Articles should be submitted to IDEA Academy in a Microsoft Word format. It is important that the file - is saved in the native format of the word processor used.
2. The text should be in single-column format. Keep the layout of the text as simple as possible.
3. Throughout the text, it is recommended to use Arial font, size 10, with single spacing and 2.0 cm margins at the top, bottom, and sides of the page.
4. Use justified alignment (distributed text evenly between the margins) and paragraph indentation on the first line (1.27 cm).
5. Line-spacing should be single-line space throughout all body text, including abstract, references, endnotes, and appendices. Use one space, not two spaces, between sentences.
6. Number all pages in your manuscript, starting with the Title/Abstract Page.
7. Divide the article into clearly defined sections:
 - Introduction
 - Methodology
 - Results
 - Discussion
 - Conclusions

Subheadings can be created accordingly. The IDEA JAR uses only three levels of headings. Main headings designate your major sections. Centre main headings and use all capitals. Second-level headings should be aligned with the left margin, and only the first letter of major words should be capitalized. Third-level headings should be indented and italicised; begin the first word with a capital, end the heading with a full stop, and then continue with your text. Do not use a fourth level of headings.

8. The Harvard reference style for citing sources of information and creating the reference list should be used. A guideline can be provided to help authors. To access the guidelines on the Harvard Reference System, click [here](#).

9. Footnotes should be used sparingly. Please keep them short. Citations to the literature should be included in the text, not in the endnotes.
10. Number the figures and tables according to their sequence in the text. Check the quality and ensure that each illustration has a caption. Place footnotes to tables below the table body. Tables must follow the text formatting (margins, font, and size).
11. Abbreviations/acronyms should be explained/described at the first occurrence in the text. A list of abbreviations/acronyms must be provided. It is recommended to use abbreviations/acronyms following internationally accepted rules and conventions.
12. Materials supporting the content of the manuscript may be inserted as an appendix. Use this section sparingly. Appendices, if more than one appendix, should be identified as A, B, etc.
13. To avoid unnecessary errors, you are strongly advised to use the "spell-check" and "grammar-check" functions of your word processor. Use of Grammarly might be helpful.
14. Check for evidence of plagiarism using CopySpider Software and download the report. In a separate file, describe the main changes made to the article and the justifications for the corrections that were not made. If CopySpider has indicated similarity greater than 25 %, also write the respective justification for this. Attach the plagiarism check file, the page containing the summary result of similarity.
15. When citing a list of references in the text, put the list in alphabetical order and separate authors by semicolons; for example, "Several studies (Buckley & Casson, 1976; Dunning, 1993a, 1993b; Rugman & Verbeke, 2003) support this conclusion." If a work has two authors, give both names every time you cite it; for example, Rugman and Verbeke (1998). For three through six authors, give all names the first time the work is cited and then use the first author's name and "et al." for all subsequent citations. For works with seven or more authors, use the first author's name and "et al." for all in-text citations, including the first citation.
16. To cite a direct quotation, give pages after the year, separated by a colon and a space. Example: "Boddewyn argues that for something to happen it must be not only 'favorable and possible but also wanted and triggered' (1988: 538)".
17. Check that the sequence of any numbered elements (tables, figures, equations, etc.) is correct.
18. Double check all mathematical entries in the manuscript before submission. Write out numbers below 10. Insert leading zeros before decimal points in text and tables (e.g., '0.3' rather than '.3'). Report only two decimal places for statistics.
19. Place references, figures, tables, and appendices at the end of your manuscript. Each component should begin on a new page. Provide the original file of the images used in the text.

Readability

The IDEA JAR manuscripts are judged not only on scholarly contributions to international scientific studies, but also on their clarity and whether they can be read and understood. Hence, the following guidelines should be followed:

Write in an interesting, readable manner. Vary your sentence structure. Keep sentences short so the reader does not get lost before the end of a sentence. Do not write long, run-on paragraphs.

Put sentences in the active voice ("I did") instead of the passive voice ("It was done") to make it easy for readers to see who did what. Use the first person ("I" or "we") to describe what you did.

Avoid using heavily technical terms that few readers are likely to understand. If you do use technical terms, either conceptual or analytical terms, define them when they first appear in the text.

Check and correct spelling and punctuation before submitting your manuscript. Be consistent in your capitalization, spelling, hyphenation, and formatting throughout the manuscript.

References

The British Standard Harvard Referencing System

The reference system used at IDEA Academy is the **British Standard Harvard Style**. This style is an author-date citation style where sources are cited in the text and in the list of references which is presented in alphabetical order by the author's surname.

In-text citations

Primary Sources

There are two ways of using in text citations:

- introduce a discussion of an author's idea into your work using the author's surname within the sentence and the year of publication in brackets e.g. Kotler (2017), states that... however Smith (2018) challenges this...
- ending your paragraph with the citation e.g. The introduction of change may cause conflict in any organisation (Milner, 2015).

Vary the styles used and the words used to introduce ideas. Think about the point of view of the author and whether it agrees with your views.

e.g. Bartlett (2014) *argues / claims / observes / proposes* etc.

Citations may change depending on the number of authors and other factors. Follow the below guidelines:

One author – Surname and year of publication

According to Kotler (2018).....

...(Kotler, 2018).

Two or three Authors – All surnames and year of publication

Kotler and Smith (2019) found that....

...(Kotler & Smith, 2019)

More than 3 authors – take the first surname and add ‘et al.’ (meaning and others)

Kotler et al., (2019) observed that...

(Kotler et al., 2019)

Organisation as author – if the author is an organisation use the organisation’s name:

According to the World Health Organisation (2020) the population...

Single citation only: The pandemic has created serious... (World Health Organization, 2020)

Multiple citations: The population... (World Health Organisation [WHO], 2020) ... (when citing for the first time)

The spread of the pandemic is described as... (WHO, 2020) (only abbreviate when quoting for the second time and after).

Unknown date – write n.d.

Xuereb (n.d.) states....

...(Xuereb, n.d.)

Multiple works of the same author in the same year – add lowercase letters next to year

Grima (2009a).....Grima (2009b)....

Citing more than one source – name all authors in alphabetical order and separate with a semi colon

... (Abela, 2016; Philips,2004)

Citing a website – Include the name of the author or of the organisation if the author is unknown and the year it was published (not the year you have accessed it)

...(Harvard Business Review, 2018)

When using a **direct quote** (using the authors exact words) - state the author’s surname(s) without initials, year of publication and the **page number** within brackets. Don’t forget to put the text in quotation marks (“x”) and not apostrophes (‘x’).

If a quote is more than two sentences you should indent it:

e.g.

“In learner-driven knowledge and skills creation, learners are provided with symbolic tools for the development of active learning methods. The primary objective of the model is to provide a conceptual frame of factors which are related

to 21st century skills and interactions for improved student engagement in learning. Digital storytelling is a pedagogical method that triggers such student engagement” (Niemi, 2011, p. 38).

Avoid using many direct quotes in your work. Direct quotes should not be too long either. You cannot have whole paragraphs of direct quotes.

Secondary Referencing

It is always recommended to use primary reference. Secondary referencing should only be used if for some reason you cannot use the original.

Secondary references are cited as follows:

e.g. ...18 to 24-year-olds represent 33% of the population but only account for 7% of the voters’ (Cregg, 2006 cited in Young, 2015, p.137)

e.g. Cregg (2006) cited in Young (2015) asserts that ...

For your reference list give the details of the source you have – in this case Young (2015).

Reference List

Every citation in your work needs to be added to your reference list which comes at the end of your article. . The list must be in alphabetical order.

Referencing Books

*Note: All surnames and initials should be in **BLOCK LETTERS**. Pay careful attention to punctuation, italics, bold etc.*

- Standard Books

All authors need to be included in your reference (do not use et al.). Books are referenced as follows.

AUTHOR SURNAME, FIRST NAME(S) INITIAL(S)., Year of Publication. *Title*. Edition (if not the 1st). Place of Publication: Publisher.

e.g. CHAN, A., 2016. *Management of Change*. 2nd ed. Oxford: OUP.

CHAN, A. & XUERE, T., 2020. *Marketing Tools in the digital era*. 4th ed. Cambridge: CUP.

- Edited book

EDITOR(S), ed.(s) Year. *Title*. Edition – if not the 1st. Place of publication: Publisher.

e.g. MUNCIE, J. and E. McLAUGHLIN, eds., 2001. *Controlling crime*. London: Sage.

- Chapter from an edited book

AUTHOR(S), Year. Title of chapter. In: AUTHOR(S)/EDITOR(S), ed.(s). *Book title*. Edition. Place. of publication: Publisher, Pages. (use p. or pp.)
e.g. DAVIES, S., 2002. The Professor, Agnes Grey and Wuthering Heights. In: H. GLEN, ed. *The Brontes*. Cambridge: Cambridge University Press, pp. 75-100.

- Corporate/Organisation Author

ORGANISATION NAME, Year of Publication. *Title*. Edition (if not the 1st). Place: Publisher.
e.g. INSTITUTE FOR CHARTERED ACCOUNTANTS, 2011. *Auditing Financial Institutions*. 2nd ed. London: Sage.

- Ebooks

AUTHOR(S) SURNAME, FIRST NAME INITIAL(S)., Year of Publication. *Title* [online]. Edition (if not the 1st). Place: Publisher. [Viewed date]. Available from: <http://www.....>
e.g. BROWN, M., 2007. *Writing guide for university students* [online]. 2nd ed. Bristol: Bristol University Press. [viewed 13th April 2020]. Available from: <http://www.bristoluniversity.com/>

- Same Author, Different Year

If you are referencing various works of the same author, start with the latest publication.
e.g. XUEREB, T., 2019. *Title*. Edition (if not the 1st). Place of Publication: Publisher.
XUEREB, T., 2017. *Title*. Edition (if not the 1st). Place of Publication: Publisher.

- Same Author, Same Year

If you are referencing various works of the same author all published in the same year distinguish among them by adding lower case letters (a,b,c) right after the year of publication. Put them in alphabetical order.
e.g. CHAN, A., 2016a. *Title*. Edition (if not the 1st). Place of Publication: Publisher.
CHAN, A., 2016b. *Title*. Edition (if not the 1st). Place of Publication: Publisher.

Referencing Journals

- Article from Printed Journal

AUTHOR(S) SURNAME, FIRST NAME INITIAL(S)., Year of Publication. Article Title. *Journal Title*. **Volume Number** (Part or Issue or Month), Page Number(s) (Note p or pp are not used in this case).
e.g. HARJU, V., 2014. Project Management Skills for 21st Century. *Project Management Journal*. 5(7), 57-60.

For works with four or more authors, the standard states that all names should be given if possible. However, for many more than three authors, it is acceptable to just include the name of the first author followed by "et al."

e.g. WANG, T., et al. 2014. The efficacy of plasma biomarkers in early diagnosis of Alzheimer's disease. *International Journal of Geriatric Psychiatry*. 29(7), 713-719.

- E-journal

AUTHOR(S) SURNAME, FIRST NAME INITIAL(S)., Year of Publication. Article Title. *Journal Title* [Online]. **Volume Number** (Part or Issue or Month), Page Number(s) (Note p or pp are not used in this case).. [Viewed date]. Available from: <http://www....>

e.g. WILDING, P.M., 2008. Reflective Practice: a learning tool for student nurses. *British Journal of Nursing* [Online]. **17**(11), 720-724. [Viewed 13th April 2021]. Available from: <http://www.magolinelibrary.com>

Other Common Sources

- Conference Proceedings

Editors(s) Surname, First Name Initial(s)., ed. Year of Publication. *Title of Conference Proceedings*. Location of Conference, Date of Conference. Place of Publication: Publisher

e.g. Tristan, K., ed. 2010, *Proceedings of the 1st International Workshop on Nursing Skills*. Valletta, Malta, 2010. Msida: University of Malta Press.

- Websites

AUTHOR(S) SURNAME, INITIAL(S). or Organisation Name, Year of Page Creation or Last updated. *Title Website* [Online]. Organisation. [Viewed date]. Available from: web address.

e.g. WORLD HEALTH ORGANISATION, 2015. Covid-19 Pandemic [Online]. *World Health Organisation*. [Viewed 13th April 2021]. Available from: <http://www.who.int/topics/covic-19/en/>

Non-Text Material

This refers to images found online, drawings, paintings, sculptures and so on. If no author is available, start with the title and if there is no date, use 'n.d.'.

If you want to reference an image that you found on Google images do **NOT** cite Google images directly. Click through the image and visit the website where it's found.

Reference as follows:

AUTHOR(S)/CREATOR(S) SURNAME, FIRST NAME INITIAL(S)., Year. *Title/description of image*. [Viewed date]. Available from: <https://www....>

e.g. KOTLER, P., 2005. *The 5Ps of Marketing*. [Viewed on 13th April 2021]. Available from: <https://www.marketingprinciples.com>

- Legal Documents:

- Acts of Parliament: TITLE OF ACT, year (chapter number of the act; abbreviated to 'c.'). Place of Publication: Publisher.

- Statutes: TITLE OF THE STATUTORY INSTRUMENT, year (SI year/Number). Place of Publication: Publisher

- Newspaper Articles

AUTHOR(S) SURNAME, FIRST NAME INITIAL(S)., Year. Article Title. *Name of Newspaper*. Day and Month, Page Number(s)

e.g. KUCHLER, H., 2014. Cyber Security Flaws in Shops and Airports Increase Risk of Attack. *Financial Times*. 08 August, p.13

- Online Newspaper Articles

AUTHOR(S) SURNAME, FIRST NAME INITIAL(S)., Year. Article Title. *Name of Newspaper* [Online]. Day and Month, Page Number(s). [Viewed date]. Available from: <http://www...>

e.g. KUCHLER, H., 2014. Cyber Security Flaws in Shops and Airports Increase Risk of Attack. *Financial Times* [Online]. 08 August. [viewed 13th April 2021]. Available from: <https://www.ft.com>

- Theses and Dissertations

AUTHOR SURNAME, FIRST NAME INITIAL(s)., Year of Publication. *Title*. Qualification, Place of Publication: Awarding Institution.

e.g. REID, I., 2010. *Design for Community & Regeneration*. PhD thesis, Glasgow: Glasgow University.

Authors should make certain that the reference for each citation in the text is complete, and that the cited dates and the spellings of the authors' names in the text and references agree. Include full page range for all journal references and book chapters. Include both the volume and issue (number [if applicable], season, month, or date) for journal/periodical references. The following are examples of proper form:

Style Guide - Tables and Figures

Line drawings, maps, charts, graphs, diagrams, photos, etc. should all be labelled as figures. Number tables and figures consecutively, using Arabic numerals, in order of appearance (one series for tables, one for figures). Long tables that have many panels should preferably be broken into separately numbered tables. Each table or figure must have at least one sentence in your text that introduces it.

In-text references to tables should be in sequential order throughout the paper. A table should be understandable on its own. The text should highlight the main points in a table and summarize its message, but not duplicate the details. Tables should not have any lengthy introductory text; any necessary notes should be included as footnotes to the table and should not repeat text from the body of the paper. Indicate the position of each table and figure in the text ("Figure 1 goes about here") on the page where it is introduced.

Figures and tables should be placed at the end of the manuscript. Each figure or table should begin on a new page. Titles of tables and figures should be short and descriptive. They should not contain acronyms, abbreviations, or symbols. The number and title for each table or figure should be typed on separate lines. Make sure the necessary measures of statistical significance are reported with each table. Cite sources directly below each table or figure. Do not insert tables in your document as pictures.

All tables should be editable in Word. Embedded Excel worksheets are acceptable, provided the author has considered the amount of data that can reasonably fit on a journal page. Tints are not acceptable in figures as they do not reproduce well in printing.

Example:



Figure 1: Analysis of 4 Ps of Marketing

Source: Kotler et al., 1993, Figure 6.1, p. 36.

	7Ps	4Ps
Strengths	<ul style="list-style-type: none"> More comprehensive More detailed More refined Broader perspective Includes participants/ people and process It is a model Standardization Signals marketing theory 	<ul style="list-style-type: none"> Simplicity and ease of understanding Easy of memories Good pedagogic tool, especially for introductory marketing Parsimony Useful conceptual framework Ability to adapt to various problems
Weaknesses	<ul style="list-style-type: none"> More complicated Extra elements can be incorporated in 4Ps Controllability of the three new elements 	<ul style="list-style-type: none"> Too simple Lacking people, participants and process Physical marketing Service Lack of connection/integration between variables State nature of 4Ps

Table 1: Analysis of the 4/7Ps of Marketing
Source: Kotler et al., 1993, Figure 6.1, p. 37.

Footnotes and Endnotes

At times you may be required to use footnotes or endnotes in your article, to supplement or explain the main text, or to note a point regarding your sources. Footnotes refer to any

notes at the bottom of the page whereas endnotes are used at the end of your work. Both are numbered in one single sequence throughout your assignment. The font used is usually one size smaller than the font in the main text. Microsoft word has a footnote/endnote function that you can select which will create them automatically. This can be found on the 'Insert' Tab on the tool word in Microsoft Word.

Submission checklist

Ensure that the following items are present:

One Author designated as corresponding Author (E-mail address; Full postal address; Telephone numbers)	
Manuscript has been "spellchecked" and "grammar-checked"	
References are in the correct format for this journal	
All references mentioned in the Reference list are cited in the text, and vice versa	
Permission has been obtained for use of copyrighted material from other sources (including the Web), when necessary	
Figures are legible and of good quality.	