

Submission Guidelines for Southwest Business and Economics Journal

1. *Abstract*: Includes a Single- column, single-spaced 150-200 words abstract.
2. *Length*: 3,000- 4500 words.
3. *Paper*: 8" x 11" Plain white paper.
4. *Pitch*: 12-point standard font.
5. *Margin*: 1" on all sides.
6. *Justification*: Left
7. *Format and Spacing*: Microsoft Word format, single-column, and double spacing.
8. *Page Number*: Each page number should appear at the bottom center in the form of #-.
9. *Cover Page*: Includes title of paper, Name/title of the author(s), Professional affiliation, city and state. The first page of text should contain the title of the paper but not the name of the author.
10. *Section Headings*: The paper should include section headings and subsections. Position headings flush left, using initial capital only and bold type.
11. *Citation, Style*: APA style (most recent published edition).
12. *References*: Reference section should follow APA style. References in the text should appear as Danels (2000) or Tsou et. al. (1944).

For a periodical: Babakus, E., & Boller, G. W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business Research*, 24, 253-268.

For a Book: Zeithaml, V. A. & Bitner, M. J. (2003). *Services marketing* (3rd ed.). New York, NY: McGraw-Hill.

For contributions to collective works: Kellaris, J.J., & Altsech, M. B. (1992). The experiences of time as a function of musical loudness and gender of listener. In J.F. Sherry, Jr. & B. Sternthal (Eds.), *Advances of consumer research, provo*, 19, 725-729.

13. *Submission method*: Submit the article in via hard copy or electronical mail.
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