

GUIDE FOR AUTHORS

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Submission of an article implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in Italian or in any other language, without the written consent of the Publisher.

Papers should not normally exceed 20 pages of double spaced text (minimum 12 point Times New Roman font). Authors submitting longer articles may expect to be asked to shorten them before they are put into the refereeing process. All pages should be numbered consecutively. The cover page should contain: *i*) the title of the article, *ii*) author(s), *iii*) complete affiliation(s), and *iv*) e-mail address, fax and telephone number of the corresponding author.

An **Abstract** should be provided conforming to the «Outline for Preparation of Abstracts» in Psychological Abstracts (PA), to be printed at the beginning of the paper. French and Italian articles should also be accompanied by an Abstract in English. Following the Abstract, one to five **Keywords** (from the American Psychological Association's (APA) «Thesaurus of Psychological Index Terms»).

References. In the text of the manuscript, reference to a publication should be made by the name of its author, followed by the year of its publication between parentheses, thus: Katona (1964) found that..., or... as studied previously (Katona, 1964). The complete references must be given on a separate list, arranged alphabetically with respect to the first author's name. In the case of a publication brought out jointly by three or more authors, it should be quoted in the text as Smith *et al.* (1990); in the list, however, all names must be given in full. If an author or a particular group of authors have brought out several publications in

one year, the corresponding references should be distinguished in the text as (1990a, 1990b) and in the list as 1990a, 1990b.

Examples (please note that journal titles should not be abbreviated):

for books: KOTLER P. (1972). *Marketing Management: Analysis, Planning and Control*. Englewood Cliffs: Prentice-Hall.

for chapters in books: KATONA G. (1972). Theory of Expectations. In Strumpel B., Morgan J.N., Zelan E. (eds.), *Human Behavior in Economic Affairs: Essays in Honor of George Katona*. Amsterdam-New York: Elsevier.

for journal articles: FIRAT A.F., SHULTZ C.J. (1997). From segmentation to fragmentation. Markets and marketing strategy in postmodern era. *European Journal of Marketing*, vol. 31, n. 3/4, pp. 133-207.

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