

Writing Guidelines

Binus Business Review

1. Article is written in English, single-spaced, two columns, 3500–8000 words length. **Author's name should not be written on the article but it should be put on the article metadata on Open Journal System (OJS) website (If author's name is still on the article, the article would be rejected and author may submit on a new submission).** Author must fill out author's profile on OJS website that consists of author First, Middle and Last Name (If author only uses one name, fill the first name and last name with the same name), Gender, Initial, Username, Password, Affiliation (University/or Institution), E-mail, Mailing Address (complete address of affiliation: street name, city, province and zip code), Country and Bio Statement (Department or Faculty). Author must follow the journal template which can be downloaded at <http://journal.binus.ac.id/index.php/BBR/about/submissions#authorGuidelines>
2. Article contains TITLE, ABSTRACT, INTRODUCTION, METHODS, RESULTS AND DISCUSSIONS, CONCLUSIONS, ACKNOWLEDGMENTS and REFERENCES.

TITLE : Title must succinctly describes the contents of the research article and attract the academic readers. The title consists of 8-12 words, not including definite article (the) and indefinite article (a, an). Use the phrases, not sentence.

ABSTRACT: The abstract is a summary of the article. It is consist of research objective, research methods, results and discussion, and conclusion. Implications or recommendation can be added in the abstract. The abstract must be written in 150 - 250 words. The abstract must not contain lengthy background information and have no reference to figure, table, equation, any bibliographical reference either coming within or other article. The language of abstract must be clear and concise. It is a stand-alone summary in one paragraph.

KEYWORDS: Keywords consist of important/ specific words or phrases found mainly in the title and abstract. But, it can also come from the article. There are 3-5 keywords from one article.

INTRODUCTION: The introduction show what is already known from the previous studies, defines the importance of the study, literature review, and state the research objective. In order to understand what is already known from the previous study, the introduction must consist of discussing the relevant journal article (with citation) and summarizing the current understanding of the problem encounter to show novelty of the research.

METHODS: The methods explain clearly how the author carried out the research. The method must describe the research design clearly, the replicable research procedures, describe how to summarize and analyze the data.

RESULTS AND DISCUSSIONS: The result section show objectively the presentation of the research key results without any interpretation using text, tables and figures. The result section begins with text, presenting the key finding, and referring to the tables and figures. The table must not print screen, specific numerical values, compare and contrast values, and minimum of 2 row and column. The figures must clear (provide original file as supplementary file in article submission), highlight trends, pattern, and relationship. The result section must present how the author ensure the data validity and reliability.

The discussion section show how the author interpret the results in light of what was already known, and to explain the new understanding of the problem after taking your results into consideration. The discussion must connect with the Introduction so it tells how your study contribute to the body of knowledge and society.

CONCLUSIONS: The conclusions section show the answer or clarification of the research questions and opportunities for future research

ACKNOWLEDGMENTS: The authors must acknowledge any sources of funding that supported the research and may acknowledge the outside reviewers of their drafts

REFERENCES: The reference must consist of 80% from relevant and recent primary sources (such as article of journal or conference from last 5 years). The reference must be written in APA style and using reference manager software (Mendeley, Zotero, etc)

Guidelines to APA style used for in-text citations and references are available at <http://www.apastyle.org>. However, some adjustments are made to suit the need of ComTech. A quick guide as example is stated as follows. The samples below are taken randomly from various sources and for example purposes only. They are intended neither as ads and promos nor as the Editorial Board's viewpoint or preferences.

	in-text citation	in References
A journal article	According to Jochum (2013:100) (Jochum, 2013:100). Jochum (2013:100) stated: "....."	Jochum, K. P. (2013). Music of a Lost Kingdom: W.B. Yeats and the Japanese Nō Drama. <i>Studi Irlandesi : a Journal of Irish Studies</i> , 2(2), 93–108.
A journal article with DOI	Harrison et al. (2013) stated that... (Harrison et al., 2013).	Harrison, G. L., Ogle, K. C., & Keilty, M. (2013). Linguistic, reading, and transcription influences on kindergarten writing in children with English as a second language. <i>Journal of Writing Research</i> , 5(1), 61–87. doi: 10.17239/jowr-2013.05.01.3
A journal article, >2 ≤7 authors	Rafieyan et al. (2014) suggested... (Rafieyan et al., 2014).	Rafieyan, V., Sharafi-Nejad, M., Khavari, Z., Damavand, A., & Eng, L. S. (2014). Relationship between cultural distance and pragmatic comprehension. <i>English Language Teaching</i> , 7(2), 103–109.
A book	Labov (2011) said that (Labov, 2011).	Labov, W. (2011). <i>Principles of Linguistic Change: Cognitive and cultural factors</i> . New Jersey, USA: Wiley-Blackwell.
A book chapter with editor(s)	Kim (2009) found that... “.....,” said Kim (2009).	Kim, H. (2009). Improving Techniques for Naïve Bayes Text Classifiers. In M. Song & Y. B. Wu (Eds.), <i>Handbook of Research on Text and Web Mining Technologies</i> (pp. 111–127). USA: Information Science Reference.
An article in a magazine	...stated in Mind ⁺ (2011). ... in Dahlan (2013).	Mind ⁺ . (2011, May–July). 10 Most popular blog providers. <i>Mind⁺: The True Edu-lifestyle Magazine</i> , 2(5), 39–41. Dahlan, A. (2013, March). Perlindungan dan pelestarian pengetahuan tradisional dan ekspresi budaya tradisional Indonesia. <i>Media HKI</i> , 10(2), 10–15.
An online news or article with author(s) / editor(s)	Patnistik (2014) reported... .	Patnistik, E. (Ed.). (2014, 19 Sept). <i>Rakyat Skotlandia Tolak Merdeka dari Inggris</i> . Retrieved January 15 th 2015 from http://internasional.kompas.com/read/2014/09/19/13174481/Rakyat.Skotlandia.Tolak.Merdeka.dari.Inggris
A work, dissertation, master's thesis, or thesis	McNiel (2006) found....(McNiel, 2006).	McNiel, D. S. (2006). <i>Meaning through narrative: A personal narrative discussing growing up with an alcoholic mother</i> (Masters's thesis). Available from ProQuest Dissertations and Theses database. (UMI No. 1434728)

- Tables and figures in the article are numbered consecutively using Arabic numerals (1, 2, 3, so on) and written with caption and source of the figure and table. The table captions are written above the table, while the figure captions below the figure. For tables, avoid using vertical lines. Figures and tables appear in good resolution and are not print screened and / or screenshot.
- Article is based on research findings, case studies, or science development in the field of Economics, Business, Management, Accounting, Finance, Tourism, and Hotel Management. Article is written in scientific language style and has never been submitted for consideration or under reviewed or published in any other scientific journals and/or media..
- Authors must send their article to BBR Open Journal System (OJS) website (<http://journal.binus.ac.id/index.php/BBR>). If there are problems with the article submission, please send the screenshot of the problem through email to bbr@binus.edu, hsutanto@binus.edu, and asundjaja@binus.edu

6. Article which does not comply to the journal format will be returned to the author(s) for reformatting. Author(s) may revise and resend the article after the article is upgraded in the accepted format.
7. Plagiarism check will be conducted for each article. After that, the article will be double blind peer-reviewed.
8. Author(s) whose article either needs to be revised or is rejected will get a written notification and review forms.
9. Editors reserve the rights to edit article for conforming the journal format without changing its meaning and substance.
10. Author(s) whose article is published in BBR will get a printed journal of the current number. Softcopy of the article will be sent via email to the corresponding author.
11. Content of the article is merely the author(s)'s opinion. Responsibility for the information and views expressed in the article lies entirely with the author(s).
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Thank you for the interest in publishing your article in BBR.