

Instruction for authors – Firm and competitive environment

1. Originality and quality (including the language) of submitted papers is the responsibility of the author(s).
2. Papers go through a review process. Selected papers will be considered for publication (after further elaboration by the author) by the editorial board of the scientific journal “Acta Universitatis”. This peer-reviewed scientific journal of Mendel University in Brno publishes original scientific papers in disciplines accredited at the University.
3. Papers shall be factual; the extent shall not exceed the contents; the manuscript length is usually up to 8 pages, including tables, figures, and graphs.
4. If the character of the paper allows, the results are statistically analyzed.
5. Layout of the papers:
 - **Title.** (Brief, exact, factual; it must express the main topic as accurately as possible; it may not contain abbreviations or acronyms with the exception of the most common ones, e.g. “GDP”.)
 - **Name** of the author(s) without academic degrees (e.g. “John Nowak”). The footnote will include full name and contact address of the author – e.g. Prof. John Nowak, PhD., MBA, Department of Mathematics, Mendel University in Brno, 613 00 Brno, Czech Republic, e-mail: john.nowak@mendelu.cz.
 - **Acknowledgements** / Dedication.
 - **Abstract & Key words.** (Brief summary of the objective, material, methods and results without polemic, facts. Abstract is the most important part of the paper – it is the impulse for studying the entire paper. No word shall be missing or redundant.)
 - **Introduction.** (Wider context of the paper, reasoning the need of investigation and publication of the paper, objectives of the paper.)
 - **Materials and methods.** (Brief description of the matter of investigation and methods, so that anybody can repeat the work; if the methods are not original, provide only a reference to where the method was originally published.)
 - **Results.** (Evaluation and exact description of the achieved results, possibly including the evaluation of statistical significance.)
 - **Discussion.** (Confrontation of the achieved results with papers published earlier, opinion of the author on the discovered differences, opinion on the results, outline of the need for future solution or importance for the development of science, society or practice. **Tables:** referenced in the text as “Tab. I”; description of table (above the table): “I: Title of table”. **Figures and graphs:** referenced in the text as “Fig. 1”; description of figures and graphs (below the figure/graph): “1: Title of figure or graph”.)The results and discussion can be included in the same chapter.

- **Conclusion.** (Brief summary of results, proposals of further research, etc.)
 - **References.** (Not numbered, only containing the sources quoted in the text of the publication, in compliance with the **ISO 690** standard – see below.)
6. Concerning the content and formal requirements, the paper shall respect the principles usual for scientific papers in the respective field. The arrangement of the paper and titles of the particular parts of the paper are decided on by author(s).
7. Paper document template is published on the conference web.

Examples of references

a) *Monograph:*

Nowotny, A. *Linear algebra..* Brno: Academia, 2009, 186 p. ISBN 978-80-7375-325-2.

b) *Publication in a journal:*

Nowotny, A., Nowotny, V. Market position of selected competitors of the Czech wine market. *Agricultural economics*, Vol. 54, No. 7, 2008, p. 53-56. ISSN 0139-570X.

c) *Conference paper:*

Nowotny, A., Nowotny, V, Nowotny, C. Czech wine production and its competitiveness. In Nowak, L. *Firm and Competitive Environment*. Brno: Mendel university in Brno, 2010, p. 767-775. ISBN 978-80-210-4521-7.

d) *Internet source:*

Rust, R. T., Moorman, C., Bhalla, G. *Rethinking Marketing* [on-line]. [quot. 2009-01-31] <http://hbr.org/2010/01/rethinking-marketing/ar/1>