

The order of registration materials Conference

1. Recommendations to the authors of the conference participants.

1.1. Materials can be sent in several languages (Ukrainian, Russian, English, Czech, etc. by definition of the organizing committee). Before sending to the Organizing Committee, each material should be checked for adherence to a single structure and design of the text (see below for instructions on the structure). If the editorial requirements for the materials are not followed, they will be returned to the authors for addition and correction.

1.2. All submissions should correspond to the chosen topic and the general direction of the Conference. The author of the material is solely responsible for the linguistic and grammatical correctness of the text, for the accuracy of the content, as well as for the observance of ethical norms and copyrights. The organizing committee gives the work for review at its discretion. Manuscripts whose design does not meet the above requirements or contradict ethical standards for publication will not be accepted. Publication of materials in the collection is carried out in the author's edition.

1.3. If necessary, the Branch may translate the materials provided by the Conference participant from English into Ukrainian or Russian and vice versa. The cost of translation is determined separately depending on the volume and content of the material.

2. Structure of contributions

Structure and formatting follow a formal structure according to the rules of scholarly works. The authors should follow the template made especially to suit this and write their contributions into it. The template can be downloaded at <http://www.krcci.pl.ua>.

Title (the title of the article) in Ukrainian (Czech, Russian or another language) and

English – a brief, concise phrasing giving the information on the content of the article (up to 10 words). It is necessary to use capital letters and to start writing at the left margin. First, there is the title of the work in Ukrainian (Czech, Russian) and then in English.

The name of the author (or authors) of the article is stated without academic degree in the following form: first name, surname, e. g. Ivan SHEVCHENKO. The surname can be stated with an index if necessary.

Abstract in Ukrainian (Russian or another language). It clearly determines the aim and the methods of the research and it briefly describes tests, surveys, results and conclusions, i. e. in 100–200 words, app. 15–20 lines (Word – Options – Tools – Number of Words). The title of the article is not repeated, and well-known generalities are not stated.

Key words in Ukrainian (Russian or another language) should not exceed by five in number, and they are ranged from the general ones to the more concrete ones, a dash is used to sort them.

Abstract in English. There are the same rules as for the Ukrainian (Russian or another language) abstract.

Key words in English. The same rules apply as for the key words in Ukrainian (Russian or another language).

Introduction – it concerns the information necessary for understanding the topic, a short statement giving reasons why the article was written as well as a brief description of a problem. It is possible to add quotations of the authors relating to the article, especially the most recent ones. It is highly recommended to avoid giving comprehensive historical information.

Material and methodology – it enables repeating procedures mentioned above. A description of methodology in detail is stated when it is original otherwise it is sufficient to quote the author of the method and present possible variations. The way of data gathering which the article is based on is described briefly.

Results – it involves factual findings, briefly stating the results, findings and observed effects. Graphs are strongly recommended to be used besides tables. A graph should not be a copy of a table, it should depict new findings. Tables should sum up results of statistical evaluation (not every single measure). The description of results should involve factual findings rather than the conclusions or deductions of the author.

Discussion – it assesses the acquired results and compares them to literary data, and it makes statements and discusses any drawbacks. It compares them to previously published data. If it is needed according to the character of the article, the description of the results and the discussion can be made as one termed „Results and Discussion“. If the authors consider it useful, they can add the conclusion to the discussion.

Conclusion – it involves basic information on materials and methodology having been used, it emphasises new and significant effects, including uncritical information selection from essential content of the article, including statistical data. It is not only a description of the article. It should be written in whole sentence exposition and it should not exceed 10 lines.

Following the author’s consideration, there may be a place for acknowledgments here.

Literature used and information sources – only such sources that the article is based on are stated. The form of statement must comply with current standards (see attachment1).

Listing the titles of sources – alphabetically according to surnames of the (first) author.

3. Technical design of the manuscript. The technical design of the manuscript involves compliance with the requirements for the volume and technical design.

3.1. Requirements for volume. Materials from 2 to 7 pages in electronic form: .doc (x) are sent by e-mail (see above).

3.2. Text requirements:

Follow these instructions how to type a text:

Font size: 12 pts, line spacing 1,5, A4 format, margins 2,5 cm.

Do not space the paragraphs, but use just the Enter key to distinguish them. Do not type the numbers of pages.

Do not space the crossheadings.

The titles of chapters as well as crossheadings should be written in normal letters. Names should be written in full.

Do not underline the titles or any other parts of the text that should be stressed.

Photographs, Illustrations, Logos:

There must be a reference to the photograph in the main text above.

Tables:

Every table must be referred to in the main text above it.

Address (a contact address after the article) – it is stated as a last item in the contribution. It contains the following:

Line 1: Academic degree + name + surname + scientific degree;

Line 2: Department / structural subdivision

Line 3: Enterprise / Higher Educational Institution

Line 4: Street + No., index + city (address of a workplace or a place of living)

Line 5: State/ Country

Line 6: Email

Example:

ADDRESS & ©

prof. Ing. Jan NOVÁK, CSc. The Institute of Management
Faculty of Business and Economics Mendel University
Zemědělská 1, 613 00 Brno Czech Republic novak@mendelu.cz

Citing an issue involves:

- 1st **surname** of the author in capitals /comma, space/ initial of **first name** of the author /dot, space/;
- 2nd in brackets, the **year** of publishing, brackets closed /colon, space/;
- 3rd full **title** in italics /dot, space/;
- 4th **place** of publishing /colon, space/;
- 5th **name** of the publisher /dot/.

Example of stating an issue (monography, textbook etc.):

LATTIMORE, O. (1962): *Inner Asian Frontiers of China*. Boston: Beacon Press.

Citing an article excerpted from a magazine involves:

- 1st **surname** of the author in capitals /comma, space/ initial of **first name** of the author /dot, space/;
- 2nd in brackets, the **year** of publishing, brackets closed /colon, space/;
- 3rd full **title** of the article /dot, space/;
- 4th **title** of the magazine in italics or its common abbreviation /comma, space/;
- 5th number of the **volume** /comma, space/;
- 6th number of the **copy** /dot, space/ + sequence number /comma, space/;
- 7th **page** abbreviation with a dot („s.“ for Czech, „pp.“ for English, „S.“ for German, „c.“ for Russian etc.), /space/;
- 8th the first and the last **page** of the excerpted article (with a dash between them, not a hyphen, without space /dot/).

An example of stating an excerpted article:

ŠTÍCHA, F. (1990): K syntakticko-sémantické konkurenci aktivních konstrukcí. *Slovo a slovesnost*, 42, č. 3, s. 183–192.

Citing an article excerpted from proceedings involves:

- 1st **surname** of the author in capitals /comma, space/ initial of **first name** of the author /dot, space/;
- 2nd in brackets, the **year** of publishing, brackets closed /colon, space/;
- 3rd full **title** of the article /dot, space/;
- 4th „In“ /colon, space/;
- 5th **editor/editors** of the proceedings + „(eds.)“ /comma, space/;
- 6th **title** of the proceedings in italics /dot, space/;
- 7th **place** of publishing /colon, space/;
- 8th **name** of the publisher /comma, space/.
- 9th **page** abbreviation with a dot („s.“ for Czech, „pp.“ for English, „S.“ for German, „c.“ for Russian etc.), /space/;
- 10th the first and the last **page** of the excerpted article (with a dash between them, not a hyphen, without space /dot/).

Example of stating an article excerpted from proceedings / a collective monography:

JANČÁK, P. (1997b): Mluva v severozápadočeském pohraničí. In: F. Daneš – J. Bachmannová – S. Čmejková – M. Krčmová (eds.), *Český jazyk na přelomu tisíciletí*. Praha: Academia, s. 239–249.

Citing an article or another kind of a contribution in electronic form:

Examples:

VŠETEČKA, R. (2008): *Český internet má rekord. Používá jej více než 6 milionů lidí*. [online]. Praha: iDNES [cit. 25. 5. 2008]. Dostupný z http://technet.idnes.cz/cesky-internet-ma-rekord-pouziva-jej-vice-nez-6-milionu-lidi-p4l-/sw_internet.asp?c=A080226_105146_sw_internet_vse.

KUBROVÁ, R.: *Nástroj online marketingu. Ikaros* [online]. 1998, č. 6 [cit. 25. 5. 2008]. Dostupný z <http://technet.idnes.cz>.

Textual references to literature used or information sources after the text, the work with inverted commas – it is necessary to state the initial of a first name before a surname; literary references stated after the article are cited in the text in round brackets (just right after the surname of the quoted author) but they can also be cited in square brackets (it is just a number identical with the number of the appropriate item in the list).

Examples:

J. Novák (2008) concludes that... (paraphrases do not have to be accompanied with the number of the page)

J. Novák (2008: 135) emphasizes that „*an exact quotation must be accompanied with the number of the page*“.

J. Novák (2008: 135) stresses: „*An exact quotation must be accompanied with the number of the page.*“

„*An exact quotation must be accompanied with the number of the page*“ (Novák 2008: 135).

„*An exact quotation,*“ J. Novák says (2008: 135), „*must be accompanied with the number of the page.*“