

# JIBE Style Guide

Please use the following style examples when revising the manuscript.

## 1. Headings

**INTRODUCTION** (first heading: Garamond 13, bold, all capital)

**Customer relationship outcomes** (second heading: Garamond 12, bold, sentence case)

*Validity and reliability* (third heading: Garamond 12, italic, sentence case)

## 2. Citations

A. (Dunning, 1995) or Dunning (1995)

B. (World Bank, 1995: 6-8) or World Bank (1995: 6-8)

C. (Hamel and Prahalad, 1985) or Hamel and Prahalad (1985)

D. (Moon, Rugman, and Verbeke, 1998) or Moon, Rugman, and Verbeke (1998) [at first appearance]

E. (Moon et al., 1998) or Moon et al. (1998) [subsequently]

F. (Dunning, 1995, 1998; Hamel and Prahalad, 1985)

## 3. References

Dunning, J. H. 1995. Reappraising the eclectic paradigm in an age of alliance capitalism. *Journal of International Business Studies* 26 (3): 461-491.

Hamel, G. and C. K. Prahalad. 1985. Do you really have a global strategy? *Harvard Business Review* (July-August): 139-148.

Moon, H. C., A. M. Rugman, and A. Verbeke. 1998. A generalized double diamond approach to the global competitiveness of Korea and Singapore. *International Business Review* 7: 135-150.

Porter, M. E. 1990. *The competitive advantage of nations*. New York: The Free Press.

World Bank. 1995. *World development report: Workers in an integrating world*. Oxford: Oxford University Press.

Porter, M. E. 1986. Competition in global industries: A conceptual framework. In M. E. Porter, editor, *Competition in global industries*. Boston: Harvard Business School Press.

Chin, W. W. and P. R. Newsted. 1999. Structural equation modelling analysis with small samples using Partial Least Squares. In R. H. Hoyle, editor, *Statistical strategies for small sample research*. London: Sage Publications (308-341).

\* All the main- and sub-titles in the references should be in a sentence case.

## 4. Hypotheses / Propositions

*Hypothesis 1: A is B when C is D.*

*Proposition 1: A is B when C is D.*

## 5. Table and Figure

**Table 1. Characteristics of responding organizations** (Garamond 11, bold)

**Figure 1. Conceptual model** (Garamond 11, bold)

## 6. Others

A. i.e., (neither ie nor i.e.)

- B. e.g., (neither eg nor e.g.)
- C. Please double check the 1:1 mapping between citations in the main body and referencnes.