Title of Article

Karel Novák

Abstract

Here you should put the abstract for your article. The abstract should be concise, i.e. not more than 800 characters (approximately 10 rows). Your abstract should be indicative: it should set out the article’s principal ideas, emphasize the main conclusions and the results of your work on the issue in question; it should not contain any essential information that is not part of the article itself.

**Keywords**: enter here the most important terms relating to the issue you have dealt with

**JEL classifications:** enter here the code according to the international standardized subject categories for economic literature.

# Introduction

This document provides a template and instructions for authors using the MS Word application to prepare articles for the journal ACTA STING.

A new document based on this template will enable you to format your article more easily. You have at your disposal a set of established STING styles (e.g. STING\_odstavec) which form part of this template (see below for further instructions on using styles). Before submitting your document, remove all the text of such instructions from the final version. As the name of your file, please use the first name and surname of the author (e.g. karel\_novak.docx).

# Main body of text

This document has been created using a set of styles called STING, which should automatically determine the correct layout of the document. For example, the title of this section is formatted in the style "Nadpis 1\_STING". Use these inbuilt styles where possible. They automatically ensure the required spacing between individual subsections and figures/ tables. It is not necessary therefore to insert any empty rows. Instructions have been added here in case the style settings fail to work and for those users who do not generally work with them.

The template stores format styles for every essential part of an article, e.g. the article’s title, author’s name, author’s address, abstract, headings, figures/tables, formulas, links, etc.

An obligatory part of this section is the methodology used to conducted the research / produce the article.

## Document styles and layout

The entire text should be formatted using predefined styles. A maximum of three levels of heading may be used (main sections: Introduction, Main Body of Text, Results, Discussion and Conclusion, Affiliation, Citation List + in each main section may be used a further two levels of subheading). For the three heading levels, authors have at their disposal the following three styles: "Nadpis 1\_STING", "Nadpis 2\_STING" and "Nadpis 3\_STING". If possible, do not use any empty rows.

## Name, author and abstract

### Title

The title should be concise, accurate and factual, it should describe the principal theme as precisely as possible. It should not contain abbreviations.

### Name and address of author

State the names of all joint authors, without academic titles (e.g. Karel Novák). At the end of the article you should state the names, including titles and full addresses, of all authors (including their e-mail addresses). Please bear in mind that, while it is not obligatory to specify the faculty or department, the name and address of the university (or other employer) must be stated. For example: Assoc. Prof. Karel Novák, Ph.D., Department of Economics and Management, Sting College, Rasinova 103/2, 602 00 Brno, e-mail: karel.novak@sting.cz.

### Abstract

The factual content of the topic, methods used, summary of the results and the general conclusions and recommendations (approximately 10 rows of text). The abstract should not contain anything that cannot be found in the actual article itself.

### Keywords

The list of keywords must be simultaneously comprehensive and concise, generally 7-10 words or collocations will suffice. The initial letters of keywords are written in lower case.

## Formulas, figures and tables

### Formulas

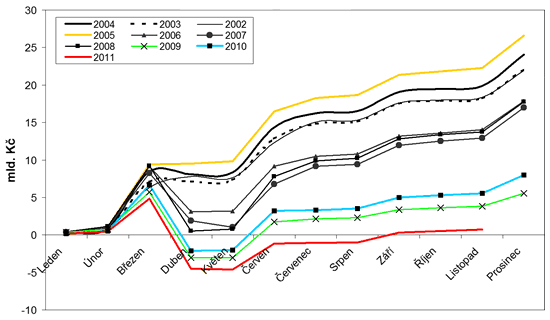
Formulas edited in Microsoft Equation 3.0 or Equation Editor for the format DOCX should be centred on the page with numbering in brackets aligned to the right on the same row, as illustrated in the example below.

(1)

### Figures

Figures should be inserted into the submitted document, and at the same time should be appended in a separate attachment. They should have high-quality resolution (at least 200 dpi) where possible. Each figure must be numbered, titled and provided with a source (see the illustrative figure below). The size of the figure should correspond to the quantity and importance of the information that the figure is intending to communicate. Figures should be centred according to both the width of the page and the height of the top and bottom margins. Do not assemble all your figures together at the end of the document; always try to insert them as closely as possible to the place where they are referred to in the main body of the text. Figures should be formatted using the styles STING\_objekt, STING\_objekt\_nazev and STING\_objekt\_zdroj.

Figure 1: Name of figure



Source: description of source

### Tables

Each table must be numbered, titled, provided with a source and centred in accordance with the page width (see the illustrative figure below). Use horizontal lines to emphasize the top and bottom of the table. Where possible, avoid the use of vertical lines. Any comments related to the table should be located directly beneath it. Align the table so that it best corresponds to the upper or lower page margin, and insert it as closely as possible to the place where it is referred to in the main body of the text.

Table 1: Name of table

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2011 | 2012 | 2013 | 2014 |
| Czech Republic | 14.75 | 14.85 | 15.25 | 16.75 |
| Germany | 11.15 | 11.35 | 12.95 | 18.45 |
| France | 10.05 | 10.25 | 13.15 | 11.55 |

Source: description of source

# Results

This section should contain an evaluation and precise description of the results achieved; where the nature of the work allows, also state their statistical significance.

# Discussion and conclusion

In the discussion, the results set out in the article should be contrasted with results published in earlier articles. The author(s) should also give their opinion regarding any ascertained discrepancies and also state their attitude towards the results achieved. The discussion section is also the place for you to indicate any further possible solution or the significance of issue in question for the development of the discipline, society or practice.

Affiliation

In the affiliation you should state whether the realization of the article was supported by a grant agency, or else drew on the support of other external resources. Always state the name (including its trademark or logo) of an organization that has funded a project.

Citation list

Citations in the text should be stated in the following style (author, year of publication). For creating the citation list at the end of the document, please use the sample format given below. Arrange your sources in alphabetical order, according to the name of the first or primary author. The list should contain citations for all the published sources used, but should not contain citations of sources not in fact used in your article.

1. EARLE, R. *The art of cause marketing: how to use advertising to change personal behavior and public policy*. Cover and interior design by Monica BAZIUK. New York: McGraw-Hill, 2000. ISBN 0-07-138702-1.
2. HOLLIDAY, A., HYDE, M. and KULLMAN, J. *Intercultural communication: an advanced resource book*. London: Routledge, 2004. [Online]. Available at: http://www.dawsonera.com/. [cit. 15.8.2014]. ISBN 80-214-2601-2.
3. JONES, P. and EVANS, J. *Urban regeneration, governance and the state: exploring notions of distance and proximity*. Urban Studies 43(9): 1491–1509. Academic Search Complete. 2007. [Online]. Available at: http://web.ebscohost.com. [cit. 17.6.2014]. ISBN 978-3-211-77539-6.

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