

Submission Guidelines for Southwest Business and Economics Journal

The Southwest Business and Economics Journal (SWBEJ), is a peer-reviewed journal published by the Business Research Center, School of Business, Cameron University, Lawton, Oklahoma. Articles on a broad range of business and economics topics are invited from faculty in Business and Economics and business professionals. The journal solicits articles of high academic standards and research rigor that blends theory with practical research. Priority will be given to subjects dealing with interpretations or new understandings, and solutions to problems faced by business and government leaders. This *journal* is indexed in *Cabell's Publishing Opportunities in Business and Economics*.

Submission Guidelines:

1. *Abstract*: Includes a Single- column, single-spaced 150-200 words abstract.
2. *Length*: 3,000- 4500 words.
3. *Paper*: 8" x 11" Plain white paper.
4. *Pitch*: 12-point standard font.
5. *Margin*: 1" on all sides.
6. *Justification*: Left
7. *Format and Spacing*: Microsoft Word format, single-column, and double spacing.
8. *Page Number*: Each page should bottom center number in the form of #-.
9. *Cover Page*: Includes title of paper, Name/title of the author(s), Professional affiliation, city and state. The first page of text should contain the title of the paper but not the name of the author.
10. *Section Headings*: The paper should include section headings and subsections. Position headings flush left, using initial capital only and bold.
11. *Citation, Style*: The Review uses APA style (most recent published edition).
12. *References*: Reference section should follow APA style. References in the text should appear as Danels (2000) or Tsou et. al. (1944).

For a periodical: Babakus, E., & Boller, G. W. (1992). An empirical assessment of the SERVQUAL scale. *Journal of Business Research*, 24, 253-268.

For a Book: Zeithaml, V. A. & Bitner, M. J. (2003). *Services marketing* (3rd ed.). New York, NY: McGraw-Hill.

For contributions to collective works: Kellaris, J.J., & Altsech, M. B. (1992). The experiences of time as a function of musical loudness and gender of listener. In J.F. Sherry, Jr. & B. Sternthal (Eds.), *Advances of consumer research, provo*, 19, 725-729.

13. *Submission method*: Submit the article in both a hard copy and electronically (syeda@cameron.edu).
 - *Hard copies*: Each graphic must be included on a separate sheet of paper at the end of the article. The text should reference appropriate placement of graphics, but should not include the graphics at notation site.
 - *Graphics*: Authors are strongly encouraged to incorporate flowcharts, diagrams, tables, photographs and other appropriate representation graphics. Please try to send graphs in WORD format. Please limit the number of graphic in .eps or jpeg format (.pdf files are not acceptable).

- *Copyright releases:* Any graphics (or text), which is copied from another source or author, must include written authorization of the author/creator in order to be included. The graphics must include appropriate caption and credits, when applicable.
14. There is no submission fee for the journal. However, the Southwest Business and Economics Journal charges a processing fee of \$100 for every article that has been accepted for publication. The fee is payable to Cameron University.

Publication License:

Acceptance of the article for publication in the Southwestern Business and Economics Journal will be deemed to constitute transfer of copyright to the journal, including the rights to reprint the article and authorize subsequent publications of the article in print, online or any other medium which may exist now or in the future. The article may be published in a compilation, or as a single source monograph. This license extends worldwide, and is irrevocable. The license granted to SWBEJ includes the right to modify the grammar, layout and the format of the article as may be deemed necessary by the editorial advisory board to ensure consistency and clear readability. The author retains the right to authorize subsequent publications of the article in other forms, or to reproduce copies for personal, business or classroom use.

Author Warranties:

Submission of an article for publication in the Southwestern Business and Economics Journal will be deemed to constitute an express warranty by the author that:

- a. The work has not been submitted to any other journal while it is under review by SWBEJ.
- b. The work does not violate any intellectual property rights, and that the author agrees to indemnify Cameron University and SWBEJ for and against any costs, demands, claims, loss or expense arising out of any intellectual property rights.

Review and Analysis:

Submitted paper will be subjected to a blind peer review. Acceptance may be conditioned upon review work completed by the author(s) in the timely manner. Decisions regarding inclusion of the article will generally be made within 10-12 weeks of receipt of the paper.

EMAIL to:

Syed Ahmed, Ph.D.
Editor, Southwest Business and Economics Journal
School of Business
Cameron University
2800 W. Gore Boulevard
Lawton, Oklahoma 73505
PHONE: 580-581-5438/2430 (Office)
FAX: 580-581-2954
EMAIL: syeda@cameron.edu