

Article title in spanish (From 12 to 16 words)

Article title in english (From 12 to 16 words)

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GUIDELINES FOR THE PUBLICATION OF ARTICLES

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THEMES:

- a) Interculturality in business.
- b) Entrepreneurship in business.
- c) Social responsibility in business.
- d) Behavioral skills in business.
- e) Cross-border businesses.
- f) Growth of small and medium enterprises.

The articles published in the Neumann Business Review correspond to investigative results that meet the following conditions:

1. The article should be sent along with a letter to the editor stating that the work is original, unpublished and has not been published or submitted to other journals.
2. The text must be written in a clear, agile and structured style according to the nature of the text, it is requested to take as reference the APA sixth edition standards.
3. The maximum extension of the article will be a maximum of 20 pages, Word format, Arial font number 12, line spacing 1.5, margins of 2.54 centimeters, italic instead of underlining (except for URLs).
4. Structure of the Article. Articles should contain the following sections: Title, Abstract, Keywords, Abstract, Keywords, Introduction, Bibliographic review, method, development / Analysis / Results, Conclusions, bibliography and appendix.

TITLE:

The title must be concise, original and informative, must be in Spanish and English, followed by the name of the author (or authors). At the bottom of the first page, with an asterisk (*) after the author's name, your institutional affiliation and electronic mail must appear. Then you must include the chosen theme axis.

ABSTRACT:

The extension of the abstract should not exceed 250 words, it should allow to identify the basic aspect of the report quickly and accurately, even in an orderly way: problem, objectives, methodology, results and conclusions of the research in the original language.

KEYWORDS:

It should include 3 to 5 keywords or descriptors in the original language.

ABSTRACT:

The abstract is included in English.

KEYWORDS:

Key words included in English

ARTICLE STRUCTURE

The articles include the following sections: Abstract, abstract, introduction, Bibliographic review, method, Development / Analysis / Results, conclusions, bibliography and appendices.

1.1 Introduction

It should be well documented and contain an outline of the problem or subject under study, background and the approximation to the results of the empirical study.

1.2 Bibliographic review

This section summarizes the state of the art in the subject, including current developments, controversies and / or advances. It is important to select which material to include and organize in a useful, interesting and critical way. (More than 60% of citations should refer to current

literature).

1.3 Method

The techniques, instruments, tools and procedures used in the research should be specified in sufficient detail.

1.4 Development / Analysis / Results

The development of research is presented by answering the research question (s) and based on the proposed methodology. It is important to remember that the arguments presented in order to prove what one wanted are always justified (theoretically or empirically): "it seems interesting ..." or "in my opinion ..." are not valid justifications. It is also important not to 'jump' in the arguments, that is, it should be clearly shown how each idea joins the next.

1.5 Conclusions

In this section the main conclusions of the study will be offered, depending on the study objectives, the data obtained and the discussion.

1.6 Bibliography

References should conform to the latest American Psychological Association (APA) guidelines

<http://www.apastyle.org/manual/index.aspx> All references cited in the manuscript should appear in the list of references and vice versa.

1.7 Appendix

The appendices include enlarging material or considered relevant but not necessary to place in the body of the text. Thus, certain theoretical developments, demonstrations of theorems, databases (statistical or of other nature), original survey designs, failed test results, long paragraphs of texts of authors of which only an extract can be cited, among others .

TABLES AND FIGURES

Do not forget to place the following:

- Number of the table. First visible element begins and ends with the number of the table. Ex. "Table 1.

- Name of the table. It is the title of the table, it should be short, simple and descriptive. It is written in italics.
- Table and content. It consists of only 3 horizontal lines, the upper, the lower and one that separates the header from the data. Each column must have a title describing the data in the header.
- Note of the table. The note goes after the bottom line. Font: Times New Roman.
- Reference of the table. It must include the complete reference and if taken from another publication the original author must be added.

Table 1.

Title should be brief, clear and explanatory

	Option 1	Option 2
Title	Text	Text
Title	Text	Text
Total	Xxx	xxx

Table Note

- Figure. Should be displayed, the size should not exceed the margins of the document.
- Note of figure. It must start with the figure number, eg. "Figure 1", followed by the description of the figure. Font: Times New Roman.
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FOOTNOTES

It is used only to expand information and include definitions, the font will be Times New Roman and the size of 10 if you use it. It is indicated in section 2.12 of the APA Publication Manual. In the APA norms the footnote is not used to reference or to quote. The citations must do them as many times as necessary within the text, citation textual or paraphrased.

BIBLIOGRAPHIC QUOTES

- When quoting verbatim the work of another author, the following rules must be

observed:

- If the quotation has less than forty words, it must be included within the paragraph and in quotation marks "...".
- If the quotation has forty words or more, it should be included as a separate paragraph, without quotes, and with indentation to the right and left.
- If the appointment is in a language other than the language of the paper, it must be translated and, if necessary, footnote with original citation.
- It should not be forgotten to include the author's last name, date of publication and page number where the quote appears. For example: (D'Alessio, 2005: 268), or (D'Alessio, 2005, p.268)

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References (EXAMPLES)

Text Reference

Alessi, S. M., & Trollip, S. R. (2001). *Multimedia for learning: Methods and development*. London, U.K.: Allyn & Bacon.

Reference with multiple editions

Hernández, R., Fernández, C., & Baptista, L. (2010). *Metodología de la Investigación* (5ta. ed.). México D.F., México: Mc Graw Hill.

Article with DOI (Digital object identifier)

Pérez Cruz, E., Lizárraga Sánchez, D. C., & Martínez Esteves, M. R. (2014). Asociación entre desnutrición y depresión en el adulto mayor. *Nutrición Hospitalaria*, 29(4), 901-906. doi: 10.3305/nh.2014.29.4.7228

Article without DOI (Digital object identifier)

Sanches de Alemdia, L. (1998). Working Mothers and their Multivoiced Self. *Revista Colombiana de Psicología*, 21(2), 315-324. Recuperado de <http://www.revistas.unal.edu.co/index.php/psicologia/article/view/27899/43273>