

**THE OFFICIAL REQUIREMENTS FOR PUBLICATIONS
SUBMITTED TO SCIENTIFIC JOURNAL
«MARKETING AND MANAGEMENT OF INNOVATIONS»**

The structure of every article has to have such elements:

- formulation of the problem generally;
- analysis of recent researches and publications and selection of outstanding issues;
- aims of the articles;
- basic materials with substantiation of the result of the research;
- conclusions and directions of feather researches.

All articles are reviewed independently and in secret.

To be published in the journal applicants must submit:

1. The text of publication (in Russian, Ukrainian or English).
2. Extended abstract in English (**including** articles **written in English**).
3. Author(s) details.
4. Scientific recommendation (only for applicants which have not received an academic degree yet).
5. Ukrainian or Russian version of the article (if the article submitted for publication **is written in English**).

The materials should be given to the Editorial Board in the printing version (1 copy and on a CD / DVD disk) or in the electronic version (sent via e-mail).

The minimum amount of material (excluding abstracts and references) – 20 000 characters!

The requirements to the text of publication:

- right field – 38 mm;
- left field – 38 mm;
- upper field – 52 mm;
- lower field – 52 mm;
- paragraph – 5 mm;
- single interval;
- font Arial Narrow, size – 10;
- tables – 8-9 size.

At the left top of the page UDC of the article is noted. At the right top of the page – codes of the article according to JEL Classification (2-5 codes).

Name and surname (completely) of the first author are specified on the next line. The next line is for academic degree, academic rank, position, name of the university / workplace of the first author). Name and surname (completely) of the second author are specified on the next line. The next line is for academic degree, academic rank, position and name of the university / workplace of the second author) and so on (if the amount of authors is more).

Then the title of the article is notified. The next line is for short annotation, written in the original language of the article. 5-7 keywords or phrases of the investigation are indicated on the next line.

In two lines – text of the article is notified.

Footnotes are not allowed. Literature references are made in square brackets. All graphics and formulas must be set up in MS OFFICE applications. Graphics and figures formed using MS Excel, CorelDRAW, Adobe Photoshop, MS Visio or other programs have been sent in separate files in an extension of an appropriate program. All graphics and tables should have a title and a number. The tables and figures do not allow, if they place on pages with landscape orientation.

An article must be accompanied by short abstracts in Ukrainian and Russian (not more than 600 characters), and **extended abstract in English** (approximately 3-5 thousand characters). Initials and surnames, as well as the degree, rank and position of each author must be specified before abstracts. Then the title of the article is noted.

The extended abstract in English should cover following aspects:

- the purpose of an article (one sentence);
- what is done by the author with stating of the scientific novelty and practical significance;
- conclusions and directions of further researches.

List of references:

- links to sources of statistical data are required;
- references to the publications of research are required;
- amount of references to books, textbooks and publicist articles is no more than two;
- references to own publications are permitted only when it is absolutely necessary;
- the authors' works whose names are mentioned in the text should be in the bibliography to this article, and must have appropriate references in the text of the material;
 - links to Internet resources must lead directly to the document;
 - all sources, which are represented in the reference list, should have the appropriate links in the text material.

The *list of references* should be formed according to international bibliographic standards APA: the literature in Cyrillic is transliterated to Latin letters, and the English translation in parentheses is added to the title of the material.

The information about authors:

1. Name and surname (completely).
2. Workplace / name of the university.
3. Work position.
4. Academic degree.
5. Academic rank.
6. Work address.
7. Work phone.
8. Address for correspondence.
9. Contact telephone.
10. e-mail.

Attention! All information must be given fully and for certain!