

SUBMISSION GUIDELINES GCBER 2023 FOR CASE STUDY

1. Submission

The contents of the manuscripts shall be the sole responsibility of the authors. The following are the submission guidelines:

- The preferred mode of submission is by Google Form **GCBER2023** (<https://forms.gle/6umLCsioKVR2UomB6>).
- After passing desk reviewing process by the Paper Committee, the Authors will be informed through email that manuscript has accepted for GCBER.
- Each manuscript submitted must be accompanied by an instructor's manual.
- Final responsibility for the selection and acceptance of manuscripts for publication rests with the Paper Committee.

2. Conference Fee

Once your manuscript has been accepted, please click this link (<https://forms.gle/pUp8e597Vb82kjbD9>) to make payment.

Participant Type	Price
Local Presenter	RM1,000
International Presenter	US300
Local Student Presenter	RM500
Participant/Attendee (Non-Presenter)	RM200

3. Manuscript Structure

The Journal's language is English. British English or American English may be used, but either one should be followed consistently throughout the article. The manuscripts should not exceed 10,000 words inclusive of table and appendices and written in the past tense. Manuscripts must be typed with a double spacing throughout, on one side of A4 paper only, with a 4cm left-hand margin. The text and references should be checked thoroughly for errors before submission. It is the responsibility of the author(s) to ensure that the typescript is correct in style, syntax, and spelling. Manuscripts should be divided into headed sections. The text should be in Arial font size 11.

****GCBER2023 does not accept any articles with similarity index more than 25%.**

4. Instructor's manual

The instructor's manual provided for each manuscript normally contains the:

- i. Summary of the case;
- ii. Learning outcomes;
- iii. Target audience;
- iv. Case leading strategy;
- v. Suggested questions;
- vi. Suggested analyses and solutions.
- vii. Latest development of the case (if known).

5. Title page

The first page of the typescript must contain: a full title of not more than 15 words, name, and affiliation of authors; a running title of not more than 75 letters; an abstract of not more than 200 words; and the name, full postal address, and email address of the corresponding author. Up to six keywords should also be supplied.

6. Abbreviations

Any word or words to be abbreviated should be written in full when first mentioned followed by the abbreviation in parentheses.

7. Illustrations

Figures and Tables should be numbered and headed with short titles. They should be inserted within the body of the text.

8. References

References should appear after any appendices, listed in alphabetical order by name(s) of author(s). Manuscripts should follow the Harvard referencing style. See sample article (website link). Separate each reference by single spacing. Literature citations in the text should be made by name (s) of author (s) and year. For references with more than two authors, the name of the first author followed by 'et al.' should be used.

Example:

(i)Journal Article: *Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", Journal of Consumer Marketing, Vol. 22 No. 2, pp. 72-80.*

(ii)Book: *Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), Creating the Discipline of Knowledge Management, Elsevier, New York, NY, pp. 15-20.*

(iii)Website Citation: *Consumer Financial Protection Bureau. (2018, Oct 19). Managing someone else's money: Guidebooks for financial caregivers. <https://www.consumerfinance.gov/consumer-tools/managing-someone-elses-money/>*

9. Footnotes

Footnotes for clarification or elaboration should be used sparingly and numbered consecutively in the text.