PAPER TITLE

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**Abstract**

The abstract must include sufficient information for readers to judge the nature and significance of the topic. It should summarize the objectives of the article, methodology, results and conclusions. In order to increase the visibility of the article, the abstract should reiterate key words and phrases while avoiding unnecessary repetition. The abstract should have no more than 250 words.

**Keywords**

Four to seven keywords (words or expressions) that capture the essence of your paper should be listed in decreasing order of importance, ensuring consistency with the title and the abstract of the article.

**JEL Classification**

The article should follow the Journal of Economic Literature classification system (JEL), in one or several categories. All relevant code(s) must be shown here. [Click her for JEL classification](http://www.aeaweb.org/journal/jel_class_system.html)

**Introduction**

All papers must be written in English, to have between 6-8 pages (references and appendix included) and to use Times New Roman font, size - 11, alignment - justify. Please don’t change paper margins or text size.

The introduction familiarizes the reader with the context of the paper. It should briefly summarize current scientific literature in the field, as well as the aim of the research paper. When publications are referred in the text, enclose the author’s name and the date of publication within brackets e.g. for 1 author (Author, 2017), for 2 authors (Author1 & Author2, 2015); for 3 or more authors (Author1 et al., 2013).

**Paper Body**

The structure of the paper should be clear, and well organized. Titles and subtitles should be placed in logical sequence. Please make use of accepted terminology in your field, provide a detailed description of methodology, clearly state your results and discuss the implications of your findings.

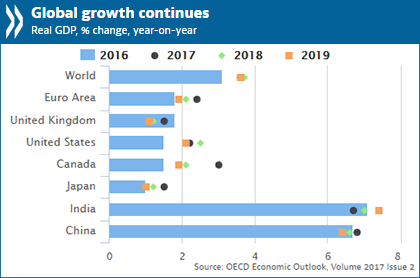
* **Tables and figures** should be placed in the body of the paper exactly where the authors want them to appear printed. They should not occupy more than one page each. The heading should be in Times New Roman 11 points type bold. For tables titles and numbers should be positioned above them. In case of figures titles and numbers should be positioned below them. Please indicate the source of data when appropriate.

**Table no. 1 Partnership & Innovation Level ‒ KPI set**

|  |  |  |  |
| --- | --- | --- | --- |
| KPI | Formula | Effect | Action |
| Customer Improvement | Number of suggested improvements | Growing customer loyalty | Improvement initiative |
| Customer Retention | Number of contract renewals | Higher customer knowledge & experiences | Customer survey |
| Customer Promotion | Number of active recommendations by customers | Growing customer base & raising synergies | Customer loyalty program |
| Employee Retention | Aging of employees | Higher seniority & experiences | Employee survey & loyalty program |
| Top Customer Score | Customers with the highest number of interactions | Proactive engagement for improvement | n/a |
| Lessons Learned | Using customer feedback and best practices for improvement | Identification for improvements | n/a |

Source: Marquardt, K., Olaru, M. and Ceausu, I., 2017. Study on the Development of Quality Measurements Models for Steering Business Services in Relation to Customer Satisfaction. *Amfiteatru Economic*, 19(44), pp. 95-109

References to tables and figures in the text of the article should be made within parentheses, e.g. „(fig. no.1), (table no. 1)”. Make sure you have permission to use any previously published figure or table, this is the sole responsibility of the author(s).



**Fig. no. 1 Global growth – Real GDP, % change, year-on-year**

Source: OECD, 2017. *OECD Economic Outlook*, Volume 2017 Issue 2, OECD Publishing, Paris. http://dx.doi.org/10.1787/eco\_outlook-v2017-2-en

* **Equations and formulas** should be numbered. The numbers are to be justified to the right, within parentheses.

Examples of equations:

IGDPc=IEα ICKc(1-α)ITFP (1)

where:

IGDPc – index of GDP in constant prices

IE – capacity utilization index

α – elasticity of industrial output

ICKc – index of active assets at constant prices

ITFP – productivity index.

* **Abbreviations and acronyms** should be defined the first time they are used in the text.

Examples of abbreviations and acronyms:

agr. – agriculture

biol. – biology

cyb. – cybernetics

ec. – economy

IT – information technology

CEEC – Central and Eastern Europe Countries

CSR – Corporate Social Responsibility

GMES – Global Monitoring for the Environment and Security

MRA – Mutual Recognition Agreement

**Conclusions**

A conclusion section is required. Conclusions should provide a synthesis of the main contributions of the paper, discuss the importance of the work and suggest possible applications and extensions of the research.

**References/Bibliography**

It is required the Harvard referencing style, developed by Anglia Ruskin University (<http://libweb.anglia.ac.uk/referencing/harvard.htm>). References should be arranged alphabetically without numbers. Authors should ensure that every reference in the text appears in the list of references and vice versa.

Examples of references (books, journals, electronic sources-websites):

Linz, C., Muller-Stewens, G. and Zimmermann, A., 2017. *Radical Business Model Transformation: Gaining the Competitive Edge in a Disruptive World*. London: KoganPage.

Baron, D. P., 2008. *Business and the organisation*. Chester: Pearson.

Marquardt, K., Olaru, M. and Ceausu, I., 2017. Study on the Development of Quality Measurements Models for Steering Business Services in Relation to Customer Satisfaction. *Amfiteatru Economic*, 19(44), pp.95-109.

Mithani, M., 2017. Innovation and CSR — Do They Go Well Together?. *Long Range Planning*, 50(6), pp.699-711.

Eurostat, 2018. *Household spending on clothing and footwear close to €400 billion*. [online] Available at: <http://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/DDN-201801 03-1> [Accessed 9 January 2018].