

1. Article Structure

- Title Page
- Abstract
- Article Body structured as desired (including figures and tables when applicable)
- Commentary Section
 - Text providing additional detail / discussing / commenting as deemed necessary on topics covered in the Article Body
 - Appendices
 - Bibliography

2. Style Guide

All Pages

- Page Size: A4
- Line Spacing: 1.5 for all body text (including references and appendices)
- Margins: 2cm or 2.5cm on top, bottom, left and right sides
- Body text: a sans-serif font in font size 11
- Text can be left aligned or justified
- A Maximum of 3 Heading Levels can be used:
 - Heading 1: for main sections - these can be left aligned or centred, bold and should be no larger than font size 14
 - Heading 2: for sub-sections - these must be left aligned, bold and font size 12
 - Heading 3: these should be left aligned and start with a bullet point

Title page

This should specify the Article's title and Date of Submission. Author details should not be included, they will be captured by the submission system.

Abstract Page & Keywords

This should be kept very brief – no more than 2 or 3 sentences totalling 60 words or less. It should aim to outline what the article is about and to capture a reader's interest.

Keywords should be limited to those that focus on the main themes covered in the article. A minimum of 3 and a maximum of 6 should be provided.

Body of the Paper

The article should start with an introduction that clearly outlines the scope and purpose of the article. The conclusion should summarize key findings, highlighting their importance.

Commentary Section

The purpose of this section is to provide readers with further information should they wish to dig deeper. As such, it should expand as necessary and reference further reading as required. It can be structured into sections as deemed necessary.

Note, while references can be made to other literature in the main body of the paper, systematic literature review should be placed in the Commentary Section (and should be limited to articles, books and other references which are directly relevant to the article's subject matter).

For academic articles, supporting narrative such as ontological and epistemological stance, reflexivity, and justification of any research approaches, methods, and tools used should be placed in the Commentary Section (where authors can assume readers have greater understanding of specialist language). Full details of any statistical analyses and any results should be included here as well.

Writing Style & Readability

This will vary from author to author. However, it is imperative that the style be engaging and that it enables the reader to quickly grasp what is being discussed.

Engaging writing frequently consists of sentences of varying length and structure. It avoids overly long sentences. Normally, it also tends to make careful use of punctuation and paragraph breaks. As a rule, it is best to avoid the passive voice in favour of more active and personal language.

The overuse of specialist terminology and acronyms (especially in a sub-optimally structured exploration of a topic) can make reading an article more of a forensic exercise than an illuminative learning experience. Consequently, the use of jargon and acronyms should be kept to a minimum and any use should be followed by a definition in the first instance, unless they are widely known outside specialist circles.

Extra care should be taken when writing about things that do not readily lend themselves to linear exploration as the linear nature of presenting information in written form can present authors with challenges.

References / Citations

To make reading as easy as possible for managers, the BER uses "numbered note in-text referencing," with numbers being assigned to references sequentially the first time they are referenced. In the bibliography, information provided should be as required by the Harvard

referencing style but presented sequentially in a numbered list rather than alphabetically by author's name.

Figures and Tables

All figures and tables need to be numbered (independently of each other) in order of their first reference in the article and they should appear in that sequence. They should also be labelled with labels that are as concise as possible and should not contain acronyms, abbreviations or symbols.

Each table should be understandable as a standalone piece of information. Body text can highlight key points related to a table but it should not replicate its detail.

If an article is submitted without copies of figures and tables embedded, the position of each should be indicated, for example with a marker such as "Place Table 1 here". All figures and tables, even if embedded to aid review, should be supplied as separate files to ensure that they can be clearly reproduced if published.

3. Artwork Guidelines

Authors whose articles are accepted for publication should use the following guidelines to prepare artwork for their article to ensure the best possible "look and feel" of the article and to enable the article to be readied for publication within the publication deadline.

Colors

Colored artwork is preferable to grey scale art in most cases. For best results CMYK colors should be used (not RGB, Pantone, or any other color system). Artwork provided in RGB will be converted to CMYK by the BER which may alter colors from those the author(s) intended.

Any harmonious colour space is permitted. However, bear in mind that the BER's defined colour space is:

Purple 1	(CMYK: 69:93:0:0 / Hex: 7030A0)	
Purple 2	(CMYK: 44:94:3:0 / Hex: 9B3590)	
Lilac	(CMYK: 24:48:2:0 / Hex: BF90BE)	
Lavender	(CMYK: 0:9:3:9 / Hex: E8D3EC)	
Blue	(CMYK: 76:42:0:0 / Hex: 3E83C4)	
Red	(CMYK: 76:42:0:0 / Hex: 3E83C4)	
Black	(CMYK: 0:0:0:100 / Hex: 231F20)	
Grey		
White	(CMYK: 0:0:0:0 / Hex: FFFFFFF)	

and that "Purple 1" is likely to be used for headline text.

File formats

The following file types and artwork resolutions are those which ensure the best visual results in the smoothest manner possible:

Format	Notes
Adobe Illustrator (*.AI)	Fonts if used must be included. Minimum resolution for content is 300dpi (dots per inch). Preferably use vector graphics.
Adobe Photoshop (*.PSD)	Minimum resolution for content is 300dpi (dots per inch). Keep all layers intact (not flattened or merged).

If authors are unable to provide artwork prepared using either of these software programs, we can also work with other files. Those listed here are files we can handle (there may be others that we can use but we do not commit to being able to utilize file types other than those listed):

Format	Notes
JPEG	Minimum resolution of 300dpi (warning many .jpg files are only 72 or 96 dpi which is inadequate). If the figure contains small sized text characters ensures a resolution of 600dpi is used. Do not compress the file size – save images at the highest possible quality (between 10 and 12).
Acrobat PDF (.PDF)	Many applications can save as (or “print to”) PDF. Always embed fonts and ensure the image is large enough to print at its intended size at a resolution of 300 dpi.
TIFF	Minimum resolution of 300dpi at the size the image is to appear in print. If the figure contains text minimum resolution is 400dpi and 600dpi where it contains small text or other fine detail.

Presentation of figures

In Figures, text should be:

- Typeset in a professional looking, sans serif font
- All be in the same font (with the possible exception of axis labels on graphs)
- Not be overlaid on images or shaded areas which would obscure the characters
- Not be in italic
- Without any words all in Uppercase (except, if required, acronyms)
- Sized between 6 and 8 point for labels

Figures should be sized to be:

- as small as possible without compromising clarity
- able to fit in a single column of the Review (7cm in width) wherever possible
- comparable in size to other, similar figures
- able to be resized (wherever possible) without loss of quality so that lettering will remain legible if shrunk and lines do not appear overly strong (to avoid these issues, large type and thick lines should be avoided – a line width of 0.5 to 1 point is recommend)