Title of the paper (times new roman, font size 14pt, upper case, bold, centred)

### Author Name(s) (Times New Roman, font size 12pt, bold, centred, without academic titles)

#### Abstract:

(120-180 words, Times New Roman, 12pt, justified alignment)

#### Keywords:

(recommended 5 keywords in alphabetical order, Times New Roman, 12pt, justified alignment)

#### JEL Classification: (recommended 1-2 codes, <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>)

# Introduction (title Times new roman, 14pt, upper-case, bold, numbering/multilevel numbering)

(Times New Roman, 12pt, justified alignment) Use the "text!" style for writing text or use the "Emphasis" style when working with italics (emphasis or direct citations, etc.). It is not advisable to use a bold font. Include references in parentheses - eg (Kotler & Keller, 2007). Sample quote in text: Saunders et al. (2009, p. 15) argues: "Xxx xxx xxx xxx." Examples of references in text: Kotler and Keller (2007) or Kotler and Keller (2007, p. 120); (Kotler & Keller, 2007) or (Kotler & Keller, 2007, p. 120). In case of citation of several sources, e.g. at the end of the sentence, separate individual sources with a semicolon (the sources are sorted alphabetically as in the list of sources) - e.g. (Creswell, 2009; Slaninková & Girgošková, 2011).

Footnotes are allowed in the text[[1]](#footnote-1).

# Problem formulation

It is possible to use order numbering or bullets.

1. text
2. text
3. text text text text text text text text text text text text text text text text text text text text text text text

Text

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# Results

Formulas (equations) are to be numbered.

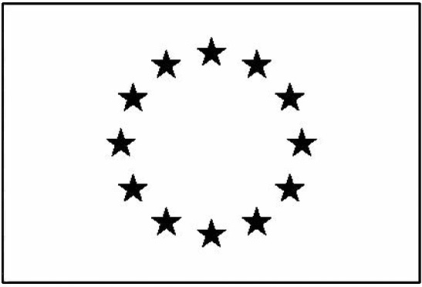
(1)

## Results

Please use only the first two levels of headings.

Figures (Fig.) and Tables (Tab.) are to be numbered and the references must be in the text (Tab. 1). Charts and Graphs are also Figures (Fig.) Pictures and graphs must be visible and clear in a black and white print. Use “own processing, 2021” for your own creation.

Figure 1: Title



Source:

Table 1: Title

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Source: own processing, 2021 according to Kotler & Keller, 2017

# Research limitations

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# Conclusion

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##### Acknowledgment

Optional part - can be deleted.

##### References

References/citations in text get in parentheses.

Please ensure that every reference cited in the text is also included in the reference list.

Citations in the text should follow the referencing style used by the American Psychological Association **APA 7th**.

Please ensure that every reference cited in the text is also included in the reference list.

References have to be in alphabetical order.

Examples of references:

Aeda, H., & Vusiak, A. (2021). Name of paper. In Name(s) of Editor(s) (Ed(s).), *Name of Book in Italics.* (pp. first-last page). Publisher.

Armstrong, D. (2019). Malory and character. In M. G. Leitch & C. J. Rushton (Eds.), A new companion to Malory (pp. 144-163). D. S. Brewer.

Creswell, J. W. (2009). *Research Design. Qualitative, Quantitative, and Mixed Methods Approaches.* SAGE Publications, Inc.

Czech Statistical Office. (2020, February 13). *Information Technology.* https://www.czso.cz/csu/czso/informacni\_technologie\_pm

Katalinic, B., Park, H., S., & Udiljak, T. (n.d.). *Name of Contribution in Italics.* Retrieved June 12, 2021, from: http://www.exact-address-of-site.

Kataumo, B., Kusiak, A., & Nanasi, J. (2005). Title of conference paper. InKatalinic, B. (Ed.), *Proceedings of xxx xxx in Italics* (pp. first-last page). Publisher. DOI or URL if applicable.

Kotler, P., & Keller, K. L. (2007). *Marketing management.* Grada.

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Name of Book in Italics.* Publisher.

Slaninková, J., & Girgošková, M. (2011). Name of paper. *Title of Periodical,* *Volume number*(issue number), first-last page. https://doi.org/xx.xxx/yyyy

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Institution, department (full name on institution and department without abbreviations)

Address (Street and number of street, City, Postal code)

E-mail:

1. Footnote (Times New Roman, 10pt) [↑](#footnote-ref-1)