Paper Title (style „Title of the Paper”)

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**Abstract:** Text of the abstract – length: 500 – 1,000 symbols (style „Abstract/Keywords/JEL”). The abstract is mandatory, its length ranges from 500 to 1.000 symbols. It constitutes a brief and concise paper summary involving the background, methodology, principal results, and conclusions/significance.

**Keywords:** 3 – 6 keywords (style „Abstract/Keywords/JEL”)

**JEL Classification codes:** At most three JEL codes in the form of a letter accompanied by a two-digit code; see https://www.aeaweb.org/econlit/jelCodes.php?view=jel (style „Abstract/Keywords/JEL”)

INTRODUCTION (style „Introduction/Conclusion/References”)

Author presents the topic and paper focus. (style „Text”)

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1. LITERATURE REVIEW (style „Section heading”)

Author(s) presents the theoretical background of the paper topic based on relevant literature sources. (style „Text”)

1. Methodology (style „Section heading”)

This part should be focused on identification of objectives and description of the used methodology and scientific methods. (style „Text”)

1. Results and discussion (style „Section heading”)

The author presents main findings, results and discussion based on his/her findings in the field of interest. This section may be divided into sub-sections, each of them being numbered in the manner shown below.

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There are built-in styles for a paper title, author, abstract, key words, introduction, section heading, sub-section heading, paper text, tables, graphs, figures, bullets, conclusion and list of references in this template. (style „Text”)

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If you use tables, graphs, charts or figures (hereinafter referred to as ‘objects’), please respect the following instructions(style „Text”):

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Tab. 1 Title of the table (style „Table/Figure”)

| Table text (style „Table text”) | Table text | Table text | Table text |  |
| --- | --- | --- | --- | --- |
| Table text |  |  |  |  |
| Table text |  |  |  |  |

Source: in form N. Last Name, year, pages (for example Ph. Kotler, 2004, p. 65) (style „Source”)

If you insert equations or formulae, use equation editor or .jpg format. Each equation/formula is followed by figure in parentheses referring to the its number.

$x=\frac{-b\pm \sqrt{b^{2}-4ac}}{2a}$ (1)

$S=πr^{2}$ (2)

Citation method: parenthetical reference in the text – by name and date:

* one author: According to Kotler (2004) ...

... can be successful (Adair, 2001; Pareto, 1935)

* two authors: According to Feld and Stone (2002) ...

... academic research on Six Sigma (McAdam & Lafferty, 2004)

* three and more authors: the first author’s name followed by *‘et al.’*

Choo et al. (2007) develop a knowledge-based framework

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Fig. 1 Figure caption (style „Table /Figure”)

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conclusion (style „Introduction/Conclusion/References”)

The concise summary of author’s findings and contribution to the state of the art, final evaluation of research results, identification of research gap and possibilities for future research, etc. (style „Text”)

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Evans, R. (2011). Confession and Nation in Early Modern Central Europe. *Central Europe*, *9*(1), 2-17. https://doi.org/10.1179/147909611x12973357741067 (style „List of references“)

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Vokounova, D. (2020). Young People and Influencers. In *20th International Joint Conference CENTRAL AND EASTERN EUROPE IN THE CHANGING BUSINESS ENVIRONMENT* (pp. 303-311). Prague; Prague University of Economics and Business, Oeconomica Publishing house. Retrieved 18 November 2020, from https://ceeconference.vse.cz/wp-content/uploads/proceedings2020.pdf. (style „List of references“)

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*International trade in goods (change of ownership) of the Czech Republic by CZ-CPA - quarterly data - 3rd quarter of 2020 | CZSO*. (2020). Retrieved 18 November 2020, from https://www.czso.cz/csu/czso/external-trade-of-the-czech-republic-by-cz-cpa-quarterly-data-3rd-quarter-of-2020.