



# GLOBAL BUSINESS AND ORGANIZATIONAL EXCELLENCE

## A Review of Research & Best Practices

GBOE (Global Business and Organizational Excellence) is published six times a year, under the joint auspices of John Wiley & Sons, Inc., ORC Worldwide, and Euromed Marseille Ecole de Management. It provides readers with detailed case studies, and practical guidance on strategies and techniques that can enhance business performance and competitive position.

The main audience for GBOE is executives, managers, human resources specialists, academics, and consultants. The focus of the journal is on operational issues in organizations, and on the implications for practicing managers working in an international environment.

GBOE publishes case studies and applied research that deal with the best practices of, and innovative approaches by, organizational leaders or those working directly with them. These accounts should be detailed, and give particular emphasis to the organizational and human aspects of initiatives that are mature enough to have demonstrated their effectiveness in a clearly identifiable way. Wherever possible, authors should consider the inclusion of concrete examples, anecdotes, and direct quotations to help bring the story to life and make it more accessible for the reader. All contributors to GBOE should keep these points in mind when writing articles.

### 1 Guidelines for Authors

All manuscripts are considered for publication on the understanding that they represent original material and are offered exclusively and without fee to GBOE. Articles must not have been published previously and may not be submitted simultaneously for publication elsewhere. Copyright of published articles will be vested with the publisher, John Wiley & Sons.

#### 1.1 Formatting

Articles should be:

- 3,000 - 7,500 words / 12 - 30 pages in length
- Written in 12-point serif font (e.g. Times New Roman), double-spaced, with one-inch margins on all sides, and with all pages numbered
- Submitted electronically via e-mail, preferably as an MSWord document

#### 1.2 Style

Authors should adopt a straightforward writing style that avoids long and complex sentence structures.

Titles should be substantive without being overly long and should stress the practical value / aspect of the content of the article.

Although the language of publication is English, articles should be written for an international audience; in particular, where local or national references are made, these should always be explained. All acronyms or abbreviations should be given in full when they are first used and should be used sparingly.

References should appear at the end of an article and contain only references to texts cited in the article. Whenever a direct quote is used, the page number as well as the source must be cited. Any other sources should be listed separately, as "Additional Resources".

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## 1.3 Additional information

Each article should be accompanied by a separate document that contains:

- A short abstract of not more than 75 words that will appear in the Table of Contents for the journal.
- A longer abstract of 150 - 200 words that will appear at the start of the article.
- A brief biography that includes the name, title, position, company, and field of expertise for each author; optionally, the author's email address.
- Full contact information, including postal address, phone, fax, and e-mail address for each author. In the case of multiple authors, a clear indication should be given of which author will act as the corresponding author for the article.

Any exhibits should be in black/white and submitted either as an MS PowerPoint file or as a file in .tiff or .eps format. If the article contains any lengthy quotations from other work, please send photocopies of original sources so that we may verify the accuracy of the quotation.

All accepted manuscripts may be subject to further editing.

## 2 Guidelines for Case Studies

This following list is offered as a set of general guidelines and as a starting point for authors considering writing case studies or an article on best practices.

1. What is your company/organization, e.g. what is its size, location, core businesses, product/services, etc?
2. What was the issue/problem that led you to decide that you needed to take the action you did?
3. How and why did you select the particular approach you took?
4. In as much concrete detail as possible, describe:
  - a) What were your original plan and objectives?
  - b) What did you do and how did you do it (concepts, processes, key players, etc.)?
  - c) Were your original plans and objectives adapted or modified?
  - d) What obstacles did you encounter and how were they overcome?
5. What measures do you use to assess the effectiveness of the effort? What have been the results so far? Have there been any side effects or unexpected outcomes?
6. Looking forward to the near and medium term, what will be your next steps?
7. What lessons did you learn and what advice you would give to others who may be considering a similar initiative in their company?

## 3 Guidelines for Applied Research

Articles on applied research should be practical, informative, and analytical, without being overly technical. They should be written in a style that is clear, succinct, and suited to GBOE's intended audience.

In-text citations and footnotes should be kept to an absolute minimum. In general, in-text citations should only be used when quoting directly from the cited work or when referring the reader directly to a particular article. If the use of a footnote is unavoidable, it should be included separately at the end of the article.

Authors submitting articles on applied research should note that such articles are *not* subject to double blind peer review and may be subject to further editing.