

Article Title Style: Calibri 20-point, Bold, Left Justified, Single Spaced, 6-point Space After

Major Heading

The major heading is in Calibri 16-point font, left justified, single spaced, with 6-point space before the heading, but no space after the heading. The first letters of the words in the headings are capitalized. The text in the normal paragraphs is fully justified, at left and right margins. There is no space between the heading and the start of the normal text. Also, for the paragraph following the major heading (this paragraph), there is *no* indentation. Please also note the word 'no' in the preceding sentence – it is italicized; this is the way an emphasized word is to be typed.

The paragraph after the first paragraph, the second paragraph under a major heading, has the same style and format as the first paragraph, except that the first line is indented 0.5 inches.

The page is set up as a US letter sized page, 8.5 inches by 11 inches. The margins on all sides (top, bottom, left and right) are set at 1.5 inches (3.8 cm).

Next Major Heading

Once again the text in the first normal paragraph after the heading is fully justified, at left and right margins, and there is no indentation. The next section illustrates the secondary heading.

Secondary Heading

The secondary heading – if required – is in Calibri 14-point font, left justified, single spaced. The first letters of the words in the secondary headings are capitalized. The text in the first normal paragraph after the secondary heading has no indentation. Of course, the Arial-12 point continues throughout, for normal text.

MGDR discourages very strongly the use of a sub-heading level lower than the 'secondary heading' level. Contributors should either start new secondary or major headings to facilitate categorization of their narrative, or use some convenient schema that uses numbering or bullet points if lower level categorization of the narrative is required.

Illustrations of Tables and Figures

Of course, above is another illustration of a secondary heading. Next we want to illustrate the format for tables and figures. To the extent possible, tables and figures should appear in the document near where they are referenced in the text. Large tables or figures should be put on separate

pages, in Landscape format pages if necessary, by themselves. Avoid the use of overly small font in tables. All tables and figures must fit within 1.5" margins on all sides (top, bottom, left and right) in both portrait and landscape view.

It is the responsibility of the contributors to: (1) source all the tables and figures appropriately (see sample tables and figures that follow); (2) whenever required, obtain written permission – for the content used (beyond the ‘fair use’ standards) in tables, figures or other places – from the original copyright holders.

Table 1: Profile of Gallery Owners Interviewed

<i>Name (Disguised)</i>	<i>Age</i>	<i>Gender</i>	<i>Experience</i>	<i>Type of Business</i>
Zheng	mid-40s	Male	Graduated from Art School; Official of Xiamen Oil Painting Industry Association; Owner of Gallery A. In the industry since 1989.	Industry painting (made by painters and machines); Chinese-style original paintings
Xu	early 20s	Female	Graduated from Art Academy; Co-owner of Gallery C. In the industry since 2011.	Industry painting (made by painters); original lacquer paintings
Cai	early 30s	Female	Graduated from Art School; Owner of Gallery D. In the industry since 2005.	Industry painting (made by painters)
Li	late 30s	Male	Graduated from Art School, owner of Gallery F. In the industry more than one decade.	Industry painting (made by painters and machines)

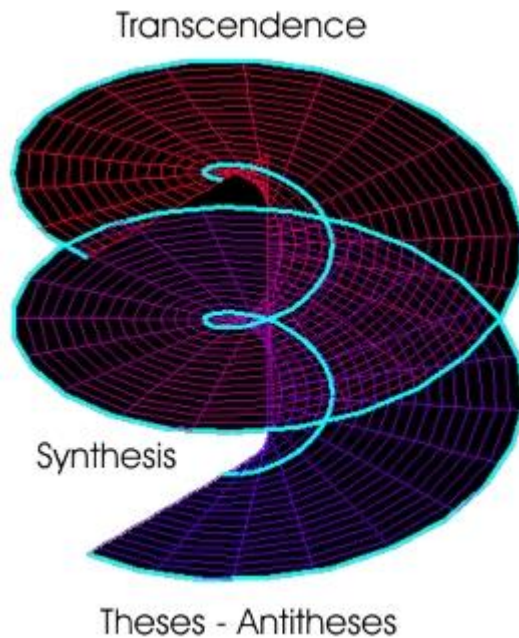
Source: Dholakia, Duan and Dholakia (2015)

In the main text, when a specific table or figure is mentioned, capitalize the first letter and provide a number (see Table 1 and Figure 1, as examples). Provide at least 6-point space (more if needed) before and after the tables and figures so that they are separated from the running text (see, once again, Table 1 and Figure 1).

Use Arial-12 font in the tables and figures, to the extent possible. Tables and figures – title, main content, and source – are all left justified. Titles are in bold, upper-lower case, as shown. The title row of table, if

possible, is in bold-italic-Arial-12 font. There is space before and after the table or figure, to separate it from the main running text.

Figure 1: A View of Hegelian Dialectics



Source: Author's conceptualization

Style for Short and Long Quotations

Here we want to illustrate the style for short and long quotations and other special elements that may appear in the running text. For short quotations, we recommend the use of quotation marks in the running text. As an illustration of a smaller and running text quotation, please see the next sentence. In discussing postmodernism, Firat, Sherry and Venkatesh (1994) note that the “success of the subject, and the many meanings with which it has been freighted, has produced a paradoxical result: critics proclaim postmodernism a non-subject” (p. 311).

For longer quotations, those that may take up more than 2-3 lines in the running text, we recommend the use of separate and indented text, set apart from the main text by 6-point space before and after. An illustration of the long, indented, set-apart quote follows. Regarding global climate change, Keith and Wagner (2016) note that:

Most of the world's state-of-the-art climate models have explored albedo modification, and each of them has found that the process does have the potential to mitigate climate change. Beyond limiting total warming, it can help to check the rise in peak temperatures, decreasing the risk of destructive heat waves. And it seems to be particularly effective at reducing extreme rainfall, which holds profound implications for minimizing flood damage.

References and Citations

In the MGDR Style Guide, we have provided instructions for various types of referencing and citations (see also, in the list below, Doe 2003; Horval 2013; Kowalski 2014; Meier 2013; Normalverbraucher 2013; Pérez 2016; Smith and Public 2005; Witkowski 2013). Here we show how the citations are used in the running text. For a single author and single source – in this case a book – of course the citation is either in text such as Stiglitz (2012) or generally at the end of a sentence (Stiglitz 2012).

When there are two authors, use 'and' (for example, Keith and Wagner 2016). When there are three authors, use a comma after the first author (Dholakia, Duan and Dholakia 2015). When there are more than three authors, use the first author name and then "et al." as in (). When there are a string of references to be cited, do so alphabetically, not chronologically, with a semicolon after each citation (Dholakia, Duan and Dholakia 2015; Keith and Wagner 2016; Stiglitz 2012).

The reference list itself should start on a separate page, as in this document. The word References should be in a major heading style. The actual references are single-spaced, with 0.5 inch hanging indent, and with 6-point separation between the references (see the reference list at the end of this document).

In the final publishable manuscript, *do not use* bibliographic software such as Endnotes. If such software was used in the earlier versions, please remove all the software fields for the final version.

References

- Dholakia, Ruby Roy, Jingyi Duan and Nikhilesh Dholakia (2015), "Production and marketing of art in China: Traveling the long, hard road from industrial art to high art", *Arts and the Market*, 5 (1), 25-44.
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- Firat, A. Fuat, John F. Sherry and Alladi Venkatesh (1994), "Postmodernism, marketing and the consumer", *International Journal of Research in Marketing*, 11 (4), 311-316.
- Horval, Ivan (2013), "An Analysis of Reference Style Guidelines," *Journal of Guidelines*, 31 (2), 2-7.
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- Kowalski, Jan V. (2014), "A Citation for Every Reference, and a Reference for Every Citation," paper presented at the 2011 meeting of the Reference Guidelines Association, London, UK (January 6-9).
- Meier, Hans (2013), "Toward the Standardization of Reference Style Guidelines," research report, Austrian Reference Guidelines Association (March 4).
- Normalverbraucher, Otto (2013), "Be Sure You Proofread Your Submission," in *Reference Style Guidelines*, Jean P. DuPont, ed. Thousand Oaks, CA: Sage, 155-62.
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- Stiglitz, Joseph E. (2012), *The Price of Inequality: How Today's Divided Society Endangers Our Future*, Chicago: WW Norton & Company.
- Witkowski, Terrence H. (2013), "Guide for Submission of Manuscripts," (accessed June 1, 2013), [available at <http://jmk.sagepub.com>].