

Journal of General Management

Guidelines for authors

The need

The task of the general manager has become much more difficult in recent years. The increasing expectations of the workforce; the closer involvement of governments in the affairs of business; critical and sudden shortages of energy and basic raw materials; rapidly changing technology; trends towards protectionism; the increasing danger of international terrorism; public concern for the preservation of the environment and the increasing difficulties in the provision of public services – all of these issues and more impact upon the decision-making of top managers around the world, although in different ways and to different degrees. And to these problems is added the continuing need for more efficient marketing, financial and operations management in increasingly competitive and interdependent markets. It is becoming much harder for the senior executive to maintain the breadth and vision to encompass all these complexities and still be effective in making decisions day by day. The *Journal of General Management* is concerned with the development of this expertise.

Objectives

The aims of the Journal are:

- To help top managers understand the main economic, social, political and technological issues that affect the success of their organisation;
- To keep senior executives up-to-date with new developments in the theory and practice of general management;
- To foster new thinking, research and the exchange of experience between academics and policy-makers on an international basis.

Definition

General Management is defined as the overall management of an enterprise. It is concerned with the functions and responsibilities of the senior executive and the problems which affect the character and success of the enterprise as a whole. The Journal's unique focus is the position of the top manager as leader, co-ordinator and arbitrator of the organisation.

Readers

The Journal will appeal to the following groups:

1. Senior managers and administrators who wish to keep up-to-date with the theory and practice of management;
2. Specialist managers, with experience mainly in one functional area, whose increasing responsibilities require them to take a corporate rather than a narrow departmental view of the problems they are facing;

3. Members of professions, civil servants and others whose decisions affect business, and who are required to examine the social responsibilities of industry;
4. Academics, students and executives taking courses in management and administration, especially those who are concerned with study and research in general management.

Preparation of manuscripts

Length – the norm is 4,000 to 6,000 words, but both longer and shorter articles can be accepted. A synopsis of not more than 150 words must also be included.

Word processing – manuscripts should be double-spaced in Word format.

Headings – sub-headings may be used, but should be kept as brief as possible.

References – *must* be given in the Harvard referencing system throughout.

Figures – charts and graphs should be numbered consecutively throughout the manuscript, and labelled 'Figure X' etc. Every figure should have a number in Arabic numerals, a brief titles and labelled axes, if applicable. The position for insertion of figures in the manuscript must be clearly indicated. In addition, all figures should be provided at the very end of the manuscripts. All figures and images must be submitted in greyscale, not colour formats, and any scanned images must be of at least 600 dpi resolution.

Tables – should be numbered consecutively throughout the manuscript and independently of any figures included in the manuscript. They should have brief but descriptive titles and also clear column headings and cross headings. Positions for the insertion of tables must be clearly indicated, and all tables should be provided at the very end of the manuscript.

Autobiographical note – each contributor *must* supply their full name, postal and e-mail addresses, telephone and fax numbers, appointment/affiliation, the name of their organisation, and a brief summary of not more than 100 words of their academic, professorial, professional, or business qualifications and experience.

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**Manuscripts should be sent as Word attachments to admin@braybrookeeditor.com
Please ensure the preparation guidelines are strictly observed.**