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1. The article is well-written in English. The writing of foreign language is italicized. Typed single space for the abstract, single space for content and single space for references. Written by font Times New Roman (TNR) 12pt size and indent for paragraphs is 1cm.
2. The paper size is A4 (210 x 297 mm), it is two columns and the page setup is: top margin 2.5cm; bottom margin 2.5 cm; left margin 2.25cm and right margin 2.25cm.
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4. After the title, it is followed by the author (without the title). It is TNR 12pt, capitalized each word, bolded and left justified.
5. Under the author, it is the institution and the email at TNR 12pt, capitalized each word, without bolded and left justified. For example: Faculty of Economics, Universitas Negeri Semarang, Semarang, Indonesia.
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E-mail: ratihkk@yahoo.co.id
7. The font size for the sub-part in the article is TNR 12pt, capitalized each word, bolded and left justified and without any bullet and numbering.
8. Table.
All table form as an example. Table title is placed on the table with left justified; For example: **Table 1.** Production Data and Market Share.

Table 1. Production Data and Market Share

Production Activity	Estimate	Actual	Difference
Main Ingredient	445.000 Ton	340.000 Ton	23,60%
Product	422.750 Ton	323.000 Ton	23,60%
Market Share (%)	2004	2005	2006
X	30	35	35
Y	35	30	25
Z	20	20	30
Other	15	15	10

9. Figure
Writing the title of figures and graphics placed under the pictures with left justified.

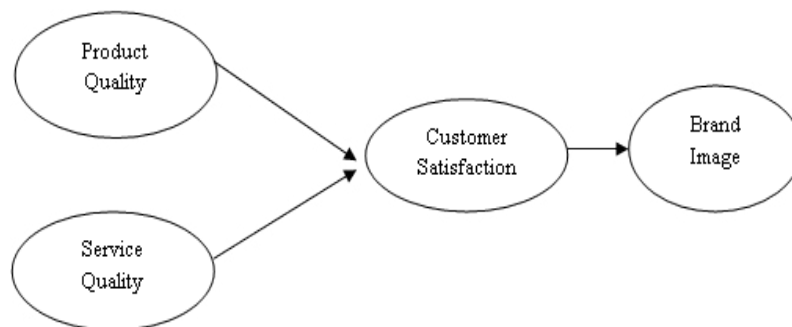


Figure 1. Framework of Thinking

10. The total page does not exceed 25 pages, including the references and appendices (if any).

B. The Article Systematic

The article systematic includes: the title; the identity of the author (without a title); abstract; keywords; introduction, method; result and discussion; conclusion and recommendation and references. While discussion about literature review and previous studies included in the introduction or result and discussion.

C. The Article Format

1. **Title.** The title must be interesting, specific and informative, which is measured by directness in writing.
2. **The author identity.** It includes the author's name (without the title), the institution, correspondence address, and the email.
3. **Abstract.** It is written in 170-200 words, in two languages; Bahasa Indonesia and English. Abstract in English is written first and then abstract in Bahasa Indonesia. The abstract should include the purpose of research, data / object of research, method, result or conclusion.
4. **Keywords.** The keywords should be written in English. Keywords should be chosen carefully and is able to reflect the concepts / variables contained in the article, with the number of three to six keywords.
5. **Introduction.** It is the state of arts of the research, which consists of the background of the study, the motivation of the study, the theories and the objectives of the study. It is written in the form of paragraph.
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7. **Result and discussion.** Contains the results of empirical or theoretical study written by a systematic, critical analysis, and informative. The use of tables, images etc. only to support or clarify the discussion and is confined only to support a substantial information, eg, tables of statistical tests, the results of model testing etc. Discussion of results should be argumentative regarding the relevance of the results, theory, previous research and empirical facts, as well as demonstrate the novelty of the findings.
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Garigga, E & Mele, D. 2004. Corporate Social Responsibility Theories: Mapping the Territory. *Journal of Business Ethics*. (53): 51-71.

For books:

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Ferdinand, A. 2014. *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Semarang: Undip Press.

For papers in seminars:

Nugroho, W. S. 2010. Pengaruh Mekanisme *Corporate Governance* terhadap Manajemen Laba di Bursa Efek Indonesia. *Prosiding*. Disajikan Dalam Seminar Akbar Forum Manajemen Indonesia "Management Future Challenges", Fakultas Ekonomi dan Bisnis Universitas Airlangga, Surabaya, Indonesia, 02-03 November 2010.

Rozemeijer, F. A & Van Weele, A. J. 2005. Making the Most of Corporate Purchasing: Understanding Organizational Behaviour, in Calvi, R. and Merminod, N., *Researches in purchasing and supply management, Proceedings*. Presented at the 14th IPSERA Conference, Archamps, France. 893-903.

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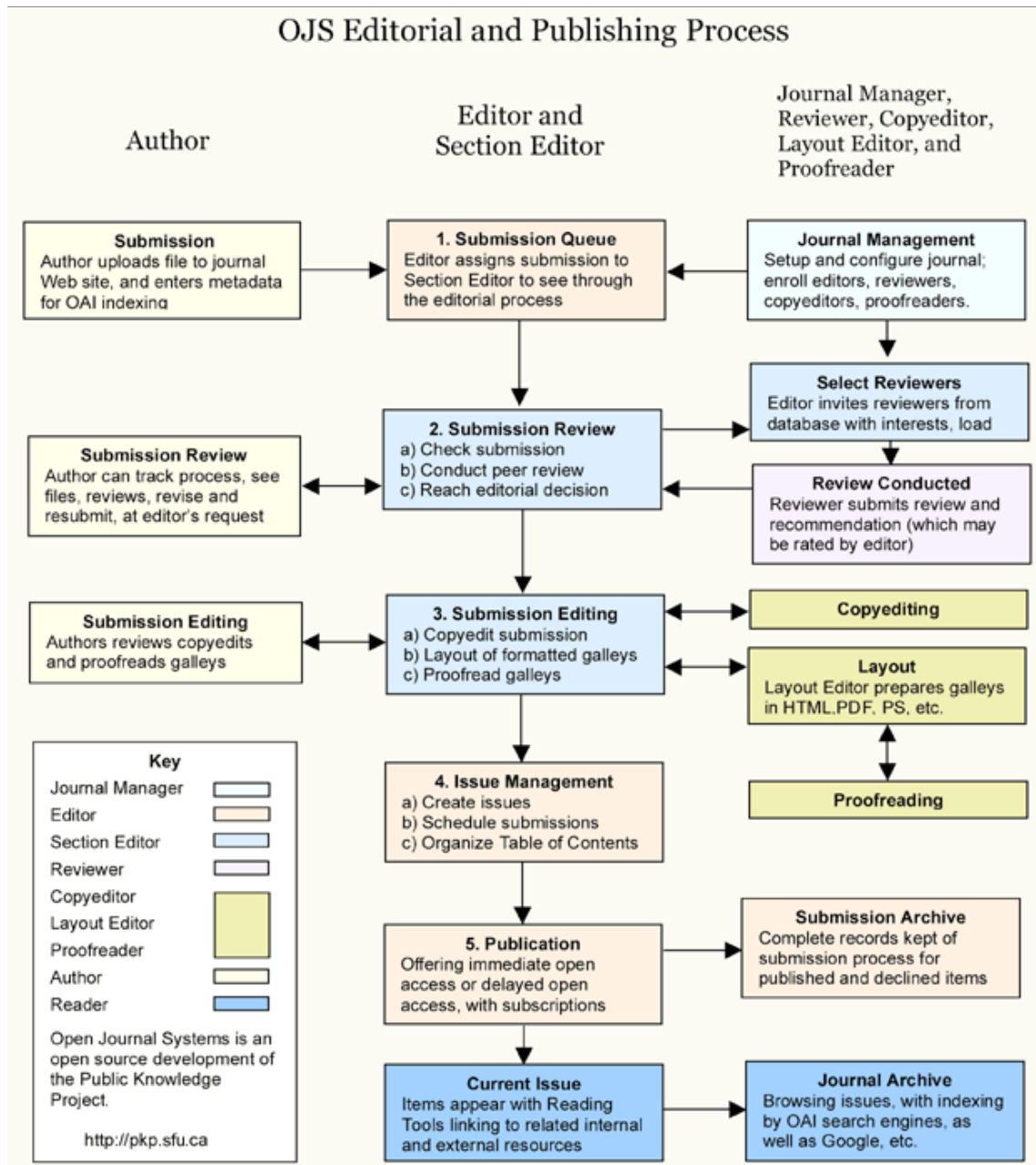
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For internet sources:

Endra. 2014. *Pola Kecenderungan Memetakan Potensi CSR di Indonesia*. Available at: <http://lingkarlsm.com/pola-kecenderunganmemetakan-potensi-csr-di-indonesia/>. 30 Maret 2015.

Government official documents:

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