C&B

BEFORE SUBMISSION

These instructions will ensure your manuscript will be able to proceed smoothly with the next steps for double-blind peer review, production, and publication. Please take time to read them carefully, as doing so will help your manuscript meet with the journal's requirements.

About the Journal

Culture & Business (C&B) is an open-access, international, double-blind peer-reviewed journal publishing high-quality, original research that bridges the gap between academia and the real world. For more information about its focus and policy, please see the journal's [Aims and Scope.](#)

Please note that this journal only publishes manuscripts in English.

The Editor reserves the right to make alterations to style, punctuation, and grammar.

Peer Review and Ethics

C&B is committed to academic integrity and upholding the highest standards of review. All articles in the journal undergo an initial screening before being selected. Once chosen, they are subject to rigorous peer review by at least two referees.

Preparing Your Manuscript

Structure

Your paper should be compiled logically with the following contents: title page; abstract; keywords; main text (e.g., introduction, materials and methods, literature review, analysis, results, discussion); acknowledgments; disclosure statement; references; and appendices (when appropriate).

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Please include a word count for your paper.

A typical paper for this journal should be between 4,500-6,000 words, inclusive of footnotes and references.

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Along with the title, the main text of the manuscript must include an **abstract** at the beginning**.** This should be an unstructured summary of 150-200 words and address clearly the research objectives, findings, and implications. In general, it should emphasize what the paper says and what it will do.

The manuscript should also include between 3 and 5 **keywords**. Consider words that will make your article more discoverable through online search engines.

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A few other key points for the manuscript include:

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5.   **Funding details.** If applicable, please supply all details required by your funding and grant-awarding bodies as follows:

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References

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If you do not receive any confirmation of receipt within two working days, please resubmit your manuscript.

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