**POKYNY AUTORŮM (pro studenty DSP):**

Příspěvek do SVOČ v jazyce anglickém v rozsahu do 8 stran povinně využívá tuto šablonu a respektuje níže uvedenou strukturu textu. Přílohy v maximálním rozsahu 2 strany se do rozsahu nepočítají.

**Název příspěvku**

Autor

**Abstrakt** *(max. 100 slov v jazyce příspěvku)*

**Klíčová slova** *(3 až 6 klíčových slov)*

**JEL Classification**: *viz* [*https://www.aeaweb.org/econlit/jelCodes.php?view=jel*](https://www.aeaweb.org/econlit/jelCodes.php?view=jel)

**Sekce SVOČ:**

1. **Introduction**
2. **Aim and methods**
3. **Results**
4. **Conclusion**

**Appendix 1** (rozsáhlejší tabulky, popisné statistiky, matematické vzorce a podobně lze uvést do příloh. Přílohy nejsou povinné, jejich maximální rozsah je 2 strany)

**Appendix 2**

**Acknowledgement**

*Uvádí se poděkování dle uvážení autora.*

***Upozornění****: V případě, že je příspěvek zahrnut do některého z výzkumných projektů, je* ***nutné*** *uvést dedikaci. Týká se to i individuálních a týmových projektů GAJU a projektů IGS EF,*

*Forma dedikace je následující: „The research is supported by the grant no. “*

***Dedikaci konzultujte s vedoucím práce.***

**References**

*Citační styl APA 6th, uvádí se jen zdroje využité textu příspěvku, seznam je abecedně řazen, vnitřně se nečlení.*

*V textu se na literaturu odkazuje stylem Autor (rok), resp. (Autor, rok).*

*Příklady referencí:*

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**Článek v elektronické podobě (s DOI)**

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**Kniha**

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**Kapitola knihy**

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Loren Ipsum Ipsum (title of the paper)

First author Name Surname,[[1]](#footnote-1)second author Name Surname[[2]](#footnote-2)…

**Abstract:** Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam dui sem, fermentum vitae, sagittis id, malesuada in, quam. Aliquam erat volutpat. Aenean vel massa quis mauris vehicula lacinia. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Mauris dictum facilisis augue. Nulla accumsan, elit sit amet varius semper, nulla mauris mollis quam, tempor suscipit diam nulla vel leo. Nullam sapien sem, ornare ac, nonummy non, lobortis a enim. Nunc dapibus tortor vel mi dapibus sollicitudin. Aenean vel massa quis mauris vehicula lacinia. Sed ac dolor sit amet purus malesuada congue. Proin pede metus, vulputate nec, fermentum fringilla, vehicula vitae, justo. Curabitur sagittis hendrerit ante

**Key words:** Lacinia · Ante vel · Proin · Fermentum

**JEL classification:**  *(see* [*https://www.aeaweb.org/econlit/jelCodes.php?view=econlit*](https://www.aeaweb.org/econlit/jelCodes.php?view=econlit) *)*

**Student conference section:** Economics and Management (PhD)

# Introduction

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# Aim and methods

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# Results

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## Aenean vel massa

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Integer lacinia:

* ivamus porttitor,
* sit aspernatur,
* lass aptent taciti,

**Figure 1** Sit Asperntur lass patent taciti

Source: …….. ……

**Table 1** Sit Asperntur lass patent taciti

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Traditional marketing communication tools** | | | | | | ……………… |
|  | Taciti | ………. | ……………. | …………….. | ………….. |
| A | 0.500 | 0.362 | 0.290 | 2.330 | 7.460 | 2.350 |
| B | 1.000 | 0 | 0 | 0 | 0 | 5.000 |

Source: ……………………

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 (1)

where:

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qui ratione

# Conclusion

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Loren Ipsum Ipsum (anglický název)

First author First name Last name, Second author First name Last name

**Abstract:** Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Etiam dui sem, fermentum vitae, sagittis id, malesuada in, quam. Aliquam erat volutpat. Aenean vel massa quis mauris vehicula lacinia. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Mauris dictum facilisis augue. Nulla accumsan, elit sit amet varius semper, nulla mauris mollis quam, tempor suscipit diam nulla vel leo. Nullam sapien sem, ornare ac, nonummy non, lobortis a enim. Nunc dapibus tortor vel mi dapibus sollicitudin. Aenean vel massa quis mauris vehicula lacinia. Sed ac dolor sit amet purus malesuada congue. Proin pede metus, vulputate nec, fermentum fringilla, vehicula vitae, justo. Curabitur sagittis hendrerit ante.

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**Key words:** Lacinia · Ante vel · Proin · Fermentum (in English)

JEL Classification: G32 · G33 · C35 (https://www.aeaweb.org/econlit/jelCodes.php?view=econlit)

1. **Name and surname,** study programme, year of study,e-mail: novakova@abc.cz [↑](#footnote-ref-1)
2. **Name and surname,** study programme, year of study,e-mail: ova@abc.cz [↑](#footnote-ref-2)