Template for MBR Opinion Submission

# Overview

An MBR opinion article is expected to:

* Present a clearly formed and well-argued opinion on a topic upon which there is likely to be significant disagreement within the research and/or practice communities
* Provide practical takeaways for managers

Such an article would normally be around 3 to 10 pages.

Acceptance of an MBR opinion submission will take into consideration:

* The significance of the topic.
* The credentials of the author(s).
* The degree to which disagreement on the topic seems to exist.
* Presentation of findings in a manner likely to engage readers.
* The degree to which it seems likely to encourage readers to investigate the topic further.

# Instructions

* Save this document under the name to be used with the opinion submission
* Delete the “Instructions” page
* On the first page, replace the generic information with your specific information:
  + Leave the “Opinion” heading
  + Title: Use the **Title** style, centered.
  + (Author information will be submitted in the review system)
* Styles should be used for all headings
  + Main headings should use **Heading 1** style
    - Sub headings should use **Heading 2** style
      * **Heading 3**, Etc.
* Graphics should be embedded as .jpg, .gif or .png images. Do not use Office drawings.
* References should be listed at the end, in APA format

Opinion Cover Page

Opinion: Title of the Topic

# Tagline

In this section, place a 25-50 word paragraph that captures the substance of the opinion. This will not appear in the article itself, but will be used in the contents.

# Keywords

Put 5-10 keywords that will be used to index the article and make it easier to find when a search is done.

# Executive Summary

A 150-250 word summary that summarizes the importance of the topic, the substance of the opinion and key arguments being made to support it. It should also indicate the opinion’s potential implications and practical value to managers. This will appear at the beginning of the article.

Opinion

Opinion: Title of the Topic

# Introduction

An overview of the topic and the context under which the opinion was formed, including any relevant experience of the author(s).

# Opinion

An opinion presented in essay format. No particular organization is specified for opinion pieces and such submissions will be editorially reviewed as opposed to being peer reviewed, making them a good choice for practitioner submissions. Researchers and students seeking a peer-reviewed alternative might consider an MBR *Research Debate* (RD) submission, which is both peer-reviewed and needs to be much more fully grounded in research findings.

# Conclusions

The summary of the key takeaways from the opinion. Normally, these should be under a page and should be sufficiently self-contained that a reader can jump to them and still understand them.