

AUTHOR INSTRUCTIONS

Oxford Research Encyclopedia of Economics and Finance

CONTRACT

Please make sure you have signed and returned a copy of your contract via Adobe Sign. If you need a new link, please email the Development Editor at ore.eco.editorial@oup.com.

STYLE, SCOPE, AND AUDIENCE

Articles should be on the evolution and/or structure of research programs and their dynamics, the questions and puzzles that drive research, and the interaction between theory and empirics and should be approximately 6,000–10,000 words (~30 double spaced pages).

Please do not reference yourself directly or use first-person pronouns (e.g., “I believe...” or “...as we will see...”). Do use clear, formal language, and avoid jargon wherever possible. Readers will be primarily researchers and graduate students, as well as advanced undergraduates. Assume that your reader has some familiarity with your subject, likely has some expertise in another field, and is seeking insight and not just information.

Some things that might be considered in writing the article:

- What are the key questions/problems that have motivated research and have endured? What are the main themes?
- What are the main mechanisms or variables that have driven research?
- What are the connections between this research agenda/stream and others, whether in economics or other disciplines?
- What are the various types of methods that have been used?
- Are there scope and boundary conditions?
- What have been the key controversies and debates?
- What significant questions remain, are being or should be addressed by researchers?

FORMATTING

Please submit your article as a Word document, using Times New Roman font, size 12, double-spaced. Use headings to organize the main essay, dividing it into sections of approximately 1,000 words each. **Level-one headings** should be bold; ***level-two headings*** should be bold and italic; ***level-three headings*** should be italic.

If you drafted your article using LaTeX, please submit all related LaTeX files (.tex, .bib, etc.) with the PDF of your manuscript. Please note, LaTeX should be used only for articles containing mathematical equations. If your article is primarily text, please submit it as a Word document, not a PDF.

ARTICLE STRUCTURE

We ask that articles adhere closely to the structure outlined below. If you have any questions as

you write your article, please contact the Development Editor at economics.ore@oup.com.

1. TITLE

Because the ORE is a digital resource, your choice of title has important implications for web discoverability. Good titles are specific and clear without being obscure. Titles that would be excellent for books or journal articles will need to be re-worked for the ORE. Please avoid the use of colons in your title. Examples:

Great for a Book	Better for ORE*
<i>A State in the Making: Myth, History and Social Transformation in Pre-Colonial Fipa</i>	<i>Pre-colonial History of the Fipa of Tanzania</i>
<i>Commerce and Economic Change in West Africa: The Palm Oil Trade in the Nineteenth Century</i>	<i>The Palm Oil Trade in 19th-Century West Africa</i>
<i>The Hidden Hippopotamus: Reappraisal in African History: The Early Colonial Experience in Western Zambia</i>	<i>Early Colonial History of Bulozhi</i>
<i>White Plague, Black Labor: Tuberculosis and the Political Economy of Health and Disease in South Africa</i>	<i>Tuberculosis in South Africa</i>

*with apologies to Roy Willis, Martin Lynn, Gwyn Prins, and Randall M. Packard!

Digital publication offers an opportunity for your work to be discovered and read by a large number of people across the globe. Search engines such as Google, Yahoo, and Bing have increasingly become the first place students and scholars turn to begin their research. The ORE is optimized for discovery through these web browsers, but one the most heavily weighted factors is the title you choose. A clear, effective title will increase the chances of connecting with your audience whether they are running searches on the open web, within OUP's platform, and in other sources where the article is indexed.

Checklist for Creating Discoverable Titles:

- ✓ **Put the most important keywords first in your title.**
 - Less Effective: "The Early Works and Philosophy of Martin Luther"
 - Effective: "Martin Luther's Early Works and Philosophy"
- ✓ **Do not add Punctuation to your title.**
 - Less Effective: "Soda or Pop?: Phrases and Regional Accents in the Midwest"
 - Effective: "Midwestern American Regional Accents and Phrases"
- ✓ **The perspective of the article should be found in the title.**
 - Less effective: "Agriculture"
 - Effective: "Agriculture from a Historical Perspective"
- ✓ **Consider how readers will search. Use terminology that is frequently searched but does not have too much competition**
 - Less effective: "Building Upon Che Guevara's Bolivia"
 - Effective: "Che Guevara in Bolivia"

2. SUMMARY (150–300 words)

The summary should be a brief synopsis of the topic, no more than a paragraph or two. It should be a short description of the topic being covered, and should be able to stand on its own as a useful piece of content without reference to the larger article. This means that we do *not* want an abstract in the

traditional sense (“In this article, I will argue that...”), but rather something equivalent to a definition. “Mapping” references full article and first-person language should be avoided. This summary will be available to all visitors to the ORE site, including those who do not have access to full articles via institutional subscriptions. In this way, it will increase the discoverability of your article in online searches.

3. KEYWORDS (5–10 words)

Please provide 5–10 keywords that describe the content of your article. These keywords will ensure that your article is searchable and discoverable online, and are equivalent to terms in the index of a printed book. Note that:

- Keywords should be as specific as possible.
- Keywords may be drawn from the article title.
- Including keywords in the summary will help with SEO (search engine optimization), so this is recommended but not required.

4. ESSAY (6,000–10,000 words)

This will be the majority of the contribution. Please include **headings** roughly every 1,000–1,500 words. The essay should provide a thorough narrative overview and history of the topic. It can touch on the relevant historiography as needed, but a thorough review of the literature should be saved for the next section. *Please use APA-style endnotes as needed for notes, references, and citations.*

5. LINKS TO DIGITAL MATERIALS (optional)

Please include a bulleted list of links to relevant external sites, such as archives and digital museum exhibits. These links should be scholarly in nature and openly available. Even if links are referenced elsewhere in the text of your article, they can be listed again in this section for easy reference.

Links to URLs should be formatted as hyperlinks in MS Word. Please refer to websites by name, so that URL is not visible (e.g., “[Swahili Web: The Swahili Resource Website](#),” not “Swahili Web: The Swahili Resource Website: <http://www.swahiliweb.net/karibu.htm>”). *This section is optional.*

Search algorithms look to see what type of links is imbedded within a page (*Out-Links*) and what external pages link into that page (*In-Links*). Search algorithms rank the links based on the quality and reputation of the site. Linking to reputable source will help your article rank higher in the search engines.

Out-Links: All Out-Links must be reputable. A good Out-link will be from an academic or reputable institution such as an archive, newspaper, or a museum. If you cite Journal Articles in your entry you **must** include a DOI (Digital Object Identifier) link for each article. Avoid adding links to corporate websites, rarely updated or outdated websites, social media accounts, or illegal websites. To the search engine algorithms this will make your article look less authoritative and will bring down your article in the rankings.

In-Links: In order to boost your entry’s discoverability we encourage you to share your article URL on other websites. In order to add effective in-links, please make sure the website is scholarly in nature and openly available. Consider adding the URL of your article to your personal Faculty or University page, or sharing the URL with other digital publications, social media, or on academic society pages. How you create your Hyperlinks for In-Links also can affect your ranking. Hyperlinking generic text like “here” doesn’t do much to help SEO, and while hyperlinking the

“naked URL” itself is acceptable, using relevant anchor text is more powerful and better helps Google determine what keywords/topic the target page should be associated with and so improve future searches. For example:

- **Bad Hyperlink:** [click here](#)
- **Better Hyperlink:** <https://www.google.com/search?q=cute+puppy+gifs>
- **Much Better Hyperlink:** [cute puppy pictures](#)

6. FURTHER READING (10-15 sources)

The Further Reading section should contain around 10–15 major books and articles on the subject. This selected bibliography should include **essential reading**—the texts you would recommend first to a student who wanted to read more deeply on the topic. You may include here sources that were not referenced in your article but are nonetheless relevant to the topic.

7. NOTES

Please cite as necessary using APA (American Psychological Association Style) with this proviso: brief in-line citations that link to full citations.

8. IMAGES AND MULTIMEDIA

We encourage you to include relevant visual and multimedia materials, such as maps, charts, photographs, and audio or video clips. Materials can be embedded directly in the text of your article if you obtain permissions (or if materials are in the public domain); otherwise, consider linking to important images or resources.

- **Image files** should be submitted as separate files, labeled “Author Last Name_Article Title_Fig 1,” etc., in the order they appear in the text. Include callouts in the text where you would like each image to appear (e.g., **[Insert Figure 1]**), with caption and permissions info. Please submit JPG, PNG, or GIF files at the highest resolution you have (at least 300 dpi and 730 pixels on the longest axis); we can assist with size and formatting.
- **Audio and video files** should be submitted as MPEG files, and labeled “Author Last Name_Article Title_Audio 1” or “Author Last Name_Article Title_Video 1,” etc.

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