

Guidelines for blog articles

We are looking for articles that promote new ideas, approaches, innovative or thought-provoking solutions in the delivery of business and management education and address challenges affecting business schools. These can be strategic issues or at the coal face.

Blogs will be published on the Chartered Association of Business Schools website under one of three categories:

- Opinion
- Knowledge sharing
- Case studies

All blogs should be short, accessible, and easy to read. To see examples of blogs/articles published, please visit: charteredabs.org/insights

Guidelines

Articles

- Word count: **300 - 1,000 words.**
- Titles: **50 - 60 characters** maximum, including spaces.
- Strap line: **140 characters** including spaces (max)
- Formatting, accessibility, readability and SEO:
Please include sub-headers to aid readability and Search Engine Optimisation (SEO). The use of lists, bullet points, data, graphs and quotes also help with readability and SEO.
- Acronyms, abbreviations, and jargon:
When using acronyms, please include the full term in the first instance. e.g. "the World Health Organisation (WHO)" and then "the WHO" for the remainder of the blog.
- Articles should speak to one or more of the following audiences:
Deans, Directors and senior leaders, teaching, research, executive education, and international development staff or professional managers & administrators.
- Articles should not be academic texts.
Accessible language should be used. The blog is a platform for ideas and opinions on how to run great business schools. Extensive use of references/citations are discouraged where possible. If citations must be included, please add them beneath the article.
- Articles are subject to minor editing or feedback by the Chartered ABS web team, and subsequent approval, before publishing.
- The Chartered ABS maintains full editorial management rights as to the publication of articles submitted, and timeframes for such.

Author details

- Please provide:
 - Your / the author(s)'s full name(s), role(s) and institution(s) as you would like to be featured on the blog.
 - a copyright-free headshot image of the author(s) in jpeg or png file format
- Please indicate whether you are a **Certified Management & Business Educator (CMBE)*** so that we can include it on your author bio, and then also share your article with the CMBE community.

- Please provide any social media handles for the authors and/or business school that you would like us to use if we are able to share the articles online / via our social media channels.

Publication and distribution

As and when space permits, we will endeavour to share published articles via one or more of our newsletters and social media channels.

Please sign up for our monthly Chartered ABS newsletter at: charteredabs.org/register

Find us on:

- X: [@CharteredABS](https://twitter.com/CharteredABS)
- L: [Chartered Association of Business Schools](https://www.linkedin.com/company/chartered-association-of-business-schools/)
- L: [Certified Management & Business Educator \(CMBE\)](https://www.linkedin.com/company/cmbecertified/),

Article submissions

To submit a blog for publication, or if you have any queries, please email Communications@charteredabs.org

Upon publication, you will be sent a link to the relevant page on the website: charteredabs.org/insights

Notes *

- For more information about the Chartered ABS **Certified Management & Business Educator (CMBE)** scheme, visit charteredabs.org/cmbe
- CMBE subscribers may be able to claim credits towards their CPD commitment by submitting an article to us for publication.
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