

GUIDELINES FOR AUTHORS FOR PAPER OR ABSTRACT SUBMISSION

The **Conference** accepts both Paper and Abstract submissions.

Find below the Guidelines for Paper Submission (number 1) and Abstract Submission (number 2).

It is extremely important that you fully adhere with the given guidelines. **Please make sure that your submitted manuscripts are prepared using the paper/abstract template that is attached herewith and can also be accessed at the conference website.**

1 Guidelines for Full Paper Submissions

The content order of the paper should be as follows:

- **Title Page** - this page should be provided as a separate attachment and should include the *Title of the paper*, an *Abstract* (250 words), *Keywords* (up to 10) and an indication of the *Track number* your paper is intended for (see call for papers for tracks).
- **Main Body of Paper** – this should include the various sections and subsections of the paper. Figures and Tables should be included as part of the manuscript and not at the end.
- **References** – use Harvard Referencing System
- **Length of paper** - this must not be longer than 15 pages including the title page, main body, tables, figures and references. Charges will apply for longer papers.

The format of the paper should be as follows:

- a) Papers should be **1.5 line spacing** throughout
- b) **Font** to be used for the Title of the paper in the Title page should be in capital letters, centred, bold, and Times New Roman 14-point font. The font to be used for the Abstract and Main Body of the Paper should be Times New Roman 12-point font.
 - Titles in the abstract and main body should be left justified, bold, Times New Roman 14-point font, and each major word should be capitalized.
 - Subtitles in the main body should be left justified, italic, Times New Roman 12-point font, and only the first letter of the first word should be capitalized.
 - Sub sub-titles should be avoided unless absolutely necessary. If they are to be included they should be left justified, italic, Times New Roman 12-point font, and only the first letter of the first word should be capitalized.
 - Titles and subtitles should not be numbered.
- c) The **page size** should be A4 formatting
- d) 2.5cm **margins** should be used on all sides (left, right, top, bottom)
- e) Authors and co-authors should provide full name, affiliation and e-mail address only.

NB This information should be provided on a separate sheet and authors should not be identified anywhere else in the article. Papers containing author's information will not be further processed.

- f) Abstracts should contain no more than **250 words**. Write concisely and clearly. The abstract should reflect only what appears in the original paper.
- g) Please provide up to 10 **Keywords** which encapsulate the principal topics of the paper.
- h) Please provide the **Track** (number) you would like your paper to be considered for.
- i) **Endnotes, Headers or Footers** should not be used.
- j) All **Tables, Figures** (charts, diagrams and line drawings) and **Plates** (photographic images) should be included as part of the manuscript. Supply clear captions for all tables, figures and plates.
 - o Tables/figures should be no more than a single page each. If the data is too large for a single table, please consider another way of presenting your data.
 - o The font to be used in a table/figure is 9pt Times New Roman. There is no bold and italic text included in the final processed tables.
 - o Cells in tables and figures should not be coloured. In case you need to draw attention to a particular datum then use only a shade of grey.
 - o Captions for figures and tables must be placed underneath the art. Captions are in 9pt Times New Roman and italic font. The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries.
- k) **References** to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Adams, 2010) using the author's surname or (Adams and Brown, 2011) citing both authors, or (Adams *et al.*, 2010), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied. Below are some examples for referencing books and journals:
 - o *For books:* Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Harrow, R. (2010), *No Place to Hide*, Simon & Schuster, New York, NY.
 - o *For journals:* Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2009), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.
- l) Authors whose English is not their first language should check grammar and spelling very carefully. Professional proofreading is highly recommended for these cases.

2 Guidelines for Abstract Submissions

The guidelines for Abstract Submission are the same as the guidelines for Paper Submission with the only difference being the length which should be **1-3 pages** maximum.

Authors who will submit an abstract for evaluation should not send a final paper at a later stage. All abstracts will be published in the Book of Proceedings.