



# Author's Guideline

Theme : Global Issues in Business, Economics and Accounting

Sub Theme : Entrepreneurship and Sustainable Competitive Advantage

In order for any paper to be included in the International Proceedings, it must meet the described guidelines. Papers that do not meet these guidelines will not be included for publication. This document provides examples of the required format to be used by authors when preparing their papers for publication in the Proceedings. The Proceedings will be printed by photographic reproduction on fine, white paper. You must use Microsoft Word 2003 or higher (PC version). Please follow all instructions precisely; papers that deviate cannot be accepted.



## Length.

As a guide, articles should be 5000 words or less in Length.



## Setting.

- Margins should be set at 1.2" top, bottom, right, and left.
- Set tab settings to 0.25", so that first line of a paragraph is indented by that amount.
- Paper size should be set for 210mm by 297mm (A4).
- All text should be type in Calibri with 12 point and fully-justified.
- Single space the body of the paper. Double space before first or second level sub-headings (in other words, leave one blank line). Sub-headings that take more than one line should be single-spaced. Single space between each listing in the reference section. Do not double space between paragraphs.



## Heading.

- Title in addition to the title heading, no paper should have more than three levels of headings within the body.
- One line is skipped, then the title should be printed in upper and lower case letters, 20 point in bold-type, and flush to the center margin. Titles that fill more than one line should be single-spaced, and each line is justified.
- The author(s), affiliation(s) and email should be center, single-spaced, and typed beginning on the second line below the title as shown above. Use 12 point type. Do not use titles such as "Dr." or "Professor." Additional authors and affiliations should be stacked under the first with no space between. You should include your email and your institution's name and country.
- Skip one line then place another full horizontal line of 0.02" thickness after all the authors and affiliations have been listed. This separates the headings from the text.



- Sub-headings within the body.

First level subheading should be left-justified, boldface, in upper and lower case, and printed in 14-point. Second level subheadings should be left-justified, upper and lower case, in bold italics, and printed in 12-point.

Third level sub-headings, if necessary, are indented, bold italics, upper case on the first word only, and no punctuation at the end. That paragraph begins right after the sub-heading.



## **Abstract.**

All papers begin with an abstract of 300 words or less. The abstract be single-spaced and italicized. Type should be 10 point. Do not print a sub-heading over the abstract.



## **Body.**

The body of the paper should be single-spaced and should immediately follow the abstract. Use 12-point type for the body of the paper. Indent every paragraph.



## **Figures and Tables.**

Figures and Table should appear within the body of the paper and should be numbered consecutively. They can be either one column wide (3.35" maximum) or two columns wide (7.0" maximum) the figure or table number and description should appear left-justified in boldface 10-point type at the top. See example below. Illustrations, symbols, or parts of a figure should be produced graphically if at all possible. If necessary, tables may be printed across two columns or sideways.



## **Citing Reference.**

The 4th Edition of the Publication Manual of the American Psychological Association (APA) is used for citations and for any other formatting questions not answered specifically in these guidelines.

- Citations in the text should list the author's last name, comma, and publication date, all enclosed by parentheses, i.e., (Agrawal & Kamakura, 1995).
- If the author's name is used in the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, i.e., the Ohanian (1991) model.
- If a particular page, section, or equation is cited, it should be placed in parentheses, i.e., (Agrawa & Kamakura, 1995, p.58).
- Note that an ampersand (&) is used with multiple authors only when they appear in parentheses.
- The references section, including all citations used, must be included in your paper. The word "References" should appear as a first-level heading Entries must appear in alphabetical order, with an indent of 0.25".
- If several works are cited for any given author, write out the name of the author each time the name appears. Do not use a dash or line. The format to be used for journal articles, proceedings, and books is shown at the end of these instructions.



## Appendices.

Appendices, if used, should follow the references. The word "Appendix" should be at the top of each appendix as a first-level heading. If there is more than one appendix, number each consecutively.



## References.

References to other publications must be in Emerald style and carefully checked for completeness, accuracy and consistency. This is very important in an electronic environment because it enables your readers to exploit the References Linking Facility on the database and link back. You should cite publications in the text.

- For books: Surname, Initials (years), *Title book*, Publisher, Place of publication. e.g.

Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

- For book chapters: Surname, initials(years), "Chapter Title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of Publication, Pages. e.g

Calabrese, FA (2005), "The Early Pathways: Theory to Practice a continuum", in Stank Sky, M (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp.15-22.

- For Journals: Surname, Initials (year), "Title of Article", *Journal name*, volume, number, pages. E.g

Capizzi, M. T. and Ferguson, R. (2005), "Loyalty Trends for the twenty-first century", *Journal of Consumer Marketing*, Vol.22 No.2, pp. 72-80.

- For Electronic Resources: if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed. E.g.

Castle, B. (2005), "Introduction to web services for remote protlets", available at [www-128.ibm.com/developerworks/library/ws-wsrp/](http://www-128.ibm.com/developerworks/library/ws-wsrp/) (accessed 12 November 2009).