

## Author's Guidelines

The following guidelines are required for complete paper publication in conference proceedings.

### Manuscript Requirements

1. As a guide, articles should be 8000 words or less in **length**.
2. A **title** of not more than eight words should be provided.
3. A brief **autobiographical** note should be supplied including:
  - Full name
  - Affiliation
  - E-mail address
  - Full international contact details
  - Brief professional biography.
4. Authors must supply a **structured abstract** set out under 4-6 sub-headings :
  - Purpose (mandatory)
  - Design/methodology/approach (mandatory)
  - Findings (mandatory)
  - Research limitations/implications (if applicable)
  - Practical implications (if applicable)
  - Originality/value (mandatory).
  - Maximum is 500 words in total.
5. **Headings** must be short, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for headings to be presented in bold format, with consecutive
6. **Notes** or **Endnotes** should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.
7. **All Figures** (charts, diagrams and line drawings) and **Plates** (photographic images) should be submitted in both electronic form and as hard copy originals (if possible). They should be of clear quality, in black and white and numbered consecutively with Arabic numerals.

**Figures** created in **MS Word, MS PowerPoint, MS Excel, Illustrator** and **Freehand** should be saved in their native formats.

Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS Word document or saved and imported into a MS Word document by choosing "Insert" from the menu bar, "Picture" from the drop-down menu and selecting "From File..." to select the graphic to be imported.

For figures which cannot be supplied in MS Word, acceptable standard image formats are: **.pdf, .ai, .wmf** and **.eps**. If you are unable to supply graphics in these formats then please ensure they are **.tif, .jpeg (.jpg)** , or **.bmp** at a resolution of at least 300dpi and at least 10cm wide.

To prepare screenshots, simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".)

Plates (photographic images) should be saved as **.tif** or **.jpeg (.jpg)** files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest possible resolution/quality.

In the text of the paper the preferred position of all tables, figures and plates should be indicated by typing on a separate line the words "Take in Figure (No.)" or "Take in Plate (No.)".

8. **Tables** should be typed and included as part of the manuscript. They should not be submitted as graphic elements. Supply succinct and clear captions for all tables, figures and plates. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.
9. **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 Reference Linking facility on the database and link back to the works you have cited through CrossRef.

You should cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams et al., 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied:

- For books: Surname, Initials (year), Title of Book, Publisher, Place of publication. e.g. Harrow, R. (2005), No Place to Hide, Simon & Schuster, New York, NY.
- For book chapters: Surname, Initials (year), "Chapter title", Editor's Surname, Initials, Title of Book, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (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. 15-20.
- 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 working papers: Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
- For encyclopedia entries (with no author or editor): Title of Encyclopedia (year) "Title of entry", volume, edition, Title of Encyclopedia, Publisher, Place of publication, pages. e.g. Encyclopaedia Britannica (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71. (For authored entries please refer to book chapter guidelines above.)
- For newspaper articles (authored): Surname, Initials (year), "Article title", Newspaper, date, pages. e.g. Smith, A. (2008), "Money for old rope", Daily News, 21 January, pp. 1, 3-4.
- For newspaper articles (non-authored): Newspaper (year), "Article title", date, pages. e.g. Daily News (2008), "Small change", 2 February, p. 7.
- For electronic sources: 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 portlets", available at: [www-128.ibm.com/developerworks/library/ws-wsrp/](http://www-128.ibm.com/developerworks/library/ws-wsrp/) (accessed 12 November 2007).

#### PUBLICATION RULES FOR 3<sup>rd</sup> SAICON (ICMBEE) 2011

- For getting a full paper published in the proceedings will entail a charge of Rs. 3000/- per paper to cover publication costs.
- After print version publication a downloadable version of the conference proceedings will also be available at the official website of COMSATS.