

AUTHOR GUIDELINES

GENERAL

- Submissions should be typed in 1.5 line spacing, including references.
- Single spacing between paragraphs. Do not use double spacing anywhere.
- No spacing between heading or sub-heading and paragraph.
- Page numbers are to be placed in the upper right-hand corner of every page.
- Do not use any tab indents for paragraphs. Do not number paragraphs.
- The text must preferably be limited to three levels. Main headings are presented in capitals (bold); sub-headings in lower case (bold) and sub-subheadings in normal text, lower case.

FOR EXAMPLE
METHODOLOGY
Sampling procedure
Composition of sample

- Submissions should have margins of 2 cm.
- Documents need to be justified.
- Length of submissions:
 - Full papers: Maximum 15 pages (including the abstract and references and annexures if applicable).
 - Work-in-Progress: 500 words (excluding references)
- The 11-point Arial font must be used.

STRUCTURE

- Since all papers are electronically submitted, the submission needs to be submitted as single files.
- In the case of full papers, start with the title of your paper, followed by the abstract (maximum 150 words), then the introduction ... and the rest of your paper.
- Work-in-Progress requires the submission of an abstract consisting of 500 words maximum. The abstract should provide a substantive summary of the paper. It should be informative, giving the reader an overview of the paper (or the envisaged paper/research).

TABLES

- Tables should have a table number starting at one and a title which should be centred over the table.
- The table number and title should be typed on separate lines, in capital letters.
- All rows and columns should be clearly labelled.
- No more than two decimal points should be provided.
- A reference should be provided below the table.
- For example:

TABLE 1

TABLE TITLE

Item	Sub-heading	Sub-heading
Item 1	1.00	-0.03*
Item 2	-0.04**	0.00

FIGURES

- Figures should have a figure number starting at one and a heading which should be centred over the figure.
- The figure should be clear and add value to the paper.
- A reference should be provided below the figure.
- The figure number and title should be typed on separate lines, in capital letters.
- Figures and artwork must be of high quality and camera-ready. Please avoid the use of gray-scale shading.
- In the text, all illustrations and charts should be referred to as figures.



MATHEMATICAL NOTATIONS

Mathematical notations should be clearly explained within the text. Equations should be centred on the page. If equations are numbered, type the number in parentheses flush with the right margin. Unusual symbols and Greek letters should be identified. For equations that may be too wide to fit in a single column, indicate appropriate breaks.

REFERENCING

Use the Harvard method of referencing.

CITATIONS WITHIN TEXT

- Citations in the text should include the author's last name and year of publication enclosed in parentheses, for example, (Jones, 1990). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert in a logical sentence break.
- If a particular page, section, or equation is cited, it should be placed within the parentheses, for example:
(Jones, 1990: 112).
- For multiple authors, use the first time in full if a source is cited irrespective of the number of authors. For subsequent citations of three authors and more use "et al." (in italics). For example:
(Smith, Wesson, Brown and Green, 2000). and afterwards, (Smith et al., 2000).
- If the same authors published another work in the same year, a distinction must be made by using lower caps a or b. For example:
(Smith, Wesson, Brown, and Green, 2000b).
- In the case of multi-authors and different dates of publication, list it in order of the latest publication first. Authors' names should not be listed alphabetically. For example:
(Jones, 2001; Bennet and Podaysky, 1998; Fulton and Bowker, 1990).

REFERENCING LIST

- An example of multiple-author references for books is:

Donners, J.H. and Williams, D.F. 1992. Marketing of Art. New York: Wiley.

- Examples of single- and multiple-author references for periodicals are:

Steenkamp, J. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.

Steenkamp, J., du Toit, F. and Mazibuko, H. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.

- An example of using a web page is as follows:

Williams, M.T.N. 2005. Marketing on the internet. BizzCommunity. Available: <http://www.BizzCommunity.com> [Accessed: 12 April].

- Examples of a paper read at a conference, and/or an (unpublished) dissertation or thesis are as follows:

Parasuraman, A. 1996. Understanding and Leveraging the Role of Customer Service in External, Interactive and Internal Marketing. Paper read at Frontiers in Services Conference. Nashville, Tennessee (October).

Webb, C. 2003. The Role of Women in Society. Unpublished D.Comm dissertation, University of Botswana.

PRESENTATION GUIDELINES

- Presentations should not exceed 15 minutes, and afterwards, there will be five minutes for questions and feedback.
- One individual may present a maximum of two papers.