

📅 October, 4th - 6th 2017 📍 Olbia, OT

# The 6th International Research Symposium (2017)

Theme: "Entrepreneurship & SMEs in Emerging Markets: Competitiveness and innovation in Knowledge Economy"

## The 6<sup>th</sup> International Research Symposium (2017), Olbia, Sardinia, Italy.

*"Entrepreneurship & SMEs in Emerging Markets:  
Competitiveness & innovation in Knowledge Economy"*

### GUIDELINES FOR AUTHORS

Only accepted full papers will be published in the Book of Proceedings (with an ISBN number) – NOT the abstract. Find below the Guidelines for full Paper Submission (number 1 and 1.A) and Abstract Submission (number 2).

#### **1 Guidelines for Full Paper Submissions (\* more information below – 1.A)**

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*, Author/co-author names and contact details (including email addresses), an *Abstract* (250 words), *Keywords* (up to 10)
- **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 – it should contain no more than **8000 words**.

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.

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**NB** This information should be provided on a separate sheet and authors should not be identified anywhere else in the article.

- 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) **Endnotes, Headers or Footers** should not be used.
- i) 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.
  - 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.
  - 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.
  - 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.
  - 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.
- j) **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:
  - *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.
  - *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.

## 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 in 250 words.

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## \*1.A - Full Paper Formatting Template<sup>1</sup>

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<sup>1</sup>This template is adapted from several sources.

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## PAPER TITLE

**Last name, First Name<sup>1</sup>; Last name, First Name<sup>2</sup>; Last name, First Name<sup>3</sup>;**

<sup>1</sup>dept. name of organization, name of organization, acronyms acceptable, City, Country

<sup>2</sup>dept. name of organization, name of organization, acronyms acceptable, City, Country

<sup>3</sup>dept. name of organization, name of organization, acronyms acceptable, City, Country

### **Abstract (250 words)**

Abstracts should contain no more than 250 words. Write concisely and clearly. The abstract should reflect only what appears in the original paper.

***Keywords (up to 10): Please provide up to 10 Keywords which encapsulate the principal topics of the paper.***



📅 October, 4th - 6th 2017 📍 Olbia, OT

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**PAPER TITLE (*USE STYLE: AR TITLE*)**

📅 October, 4th - 6th 2017 📍 Olbia, OT

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## Abstract

This electronic document is a "live" template. The various components of your paper [title, text, heads, etc.] are already defined on the style sheet, as illustrated by the portions given in this document.

Abstracts should contain no more than 250 words. Write concisely and clearly. The abstract should reflect only what appears in the original paper. (*Use style: AR Main Body*)

**Keywords:** *Please provide up to 10 Keywords which encapsulate the principal topics of the paper.*

## Introduction

This template provides authors with most of the formatting specifications needed for preparing their paper/abstract submission. Margins, column widths, line spacing, and type styles are built-in and examples of type styles used are provided throughout and identified in italics within parentheses. (*Use style: AR Main Body*)

### *Guidelines for Abstract Submission*

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.

## Using the template

### *Retaining Specifications*

The template is used to format your manuscript. Please do not alter prescribed margins, column widths, line spaces, and text fonts. Provided specifications anticipate your manuscript as part of the proceedings rather than a stand-alone document. Please do not modify any of the designations provided.

### *Prepare Your Paper before Styling*

Write and save your paper keeping text and graphic files separate until after the text is formatted. Do not use hard tabs, limit use of hard returns to only one at the end of each paragraph and do not add pagination anywhere in the paper. Proceed to formatting once you are done with completing the content and organizational editing.

### *Apply the Template*

📅 October, 4th - 6th 2017 📍 Olbia, OT

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Once your text is complete, the template is ready to be applied. Before using it, make a duplicate of it by using the Save As command.

## Main Body of the 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. (*Use style: AR Main Body*)

### *Length of the paper*

This should not be longer than 15 pages including the title page, main body, tables, figures and references.

### *Formatting the paper*

Papers should be 1.5 line spacing throughout. 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.

The page size should be A4 formatting. 2.5cm margins should be used on all sides (left, right, top, bottom).

Endnotes, Headers or Footers should not be used.

## Titles, Sub-titles and Sub Sub-titles (*Use style: AR H1*)

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. Titles and subtitles should not be numbered.

### *This is a subtitle (Use style: AR H2)*

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.

### *This is a sub sub-title (Use style: AR H3)*

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.

## Tables and Figures

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.

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- 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.
- 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 (*Use style AR Table*).
- 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.
- Captions for figures and tables must be placed underneath the art. Captions are in 9pt Times New Roman and italic font (*Use style: AR Figure Caption or AR Table Caption*). The placement of the caption below the art removes the chance that the figure and the caption become separated across page boundaries.

table	Table Head ( <i>Use style AR Table for table text</i> )		
	Table merged row		
	Table cells	Table cells	Table cells

Table 1. *Example of a table caption (Use AR Table Caption)*



Figure 1. *EXAMPLE OF A FIGURE CAPTION. (USE AR FIGURE CAPTION)*

## References

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, 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.



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e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, 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 published conference proceedings* Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.

e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.

*For unpublished conference proceedings* Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date).

e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://db.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

*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.

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e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007).

Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).