GUIDELINES FOR AUTHORS

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Format	All files should be submitted as a Word document
Article Length	The length of full papers is restricted to 8 pages. Please note that submitted papers exceeding this length will be returned to the author(s) to make the appropriate modifications.
Fonts	Please use Arial 14 pt. bold for the paper title and Arial 10 pt. for the text, tables and figures. All section headings are to be in Arial 10 pt. bold and underlined. Sub-headings are to be in Arial 10 pt. bold. A blank line should appear at the end of each section.
Margins and paper	Paper size is A4 with all margins set at 2.5 cm (top, bottom, left and right). Text, figures and tables should not appear outside these margins. Paragraphs should be fully justified.
Article Title	A title of not more than eight words should be provided.
Structured Abstract	Authors must supply a structured abstract, set out under 4-7 sub-headings • **Purpose (mandatory)** What are the reason(s) for writing the paper or the aims of the research? • **Design/methodology/approach (mandatory)** How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper? • **Findings (mandatory)** What was found in the course of the work? This will refer to analysis, discussion, or results. • **Research limitations/implications (if applicable)** If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process. • **Practical implications (if applicable)** What outcomes and implications for practice, applications and consequences are identified? How will the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact? Not all papers will have practical implications. • **Originality/value (mandatory)** What is new in the paper? State the value of the paper and to

whom.

- Maximum is 300-350 words in total (including keywords and article classification, see below).

Keywords	Please provide up to 5 keywords on the **Article Title Page**, which encapsulate the principal topics of the paper. Whilst we will endeavour to use submitted keywords in the published version, all keywords are subject to approval by Emerald's in house editorial team and may be replaced by a matching term to ensure consistency.
Headings	Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.
Notes/Endnotes	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.
Figures and tables	Figures and tables should be integrated into the text. Numbers and associated text should be in Arial 10 pt. centred and placed underneath the table or figure.
References	References to other publications must be in **Harvard** 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 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://dbs.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.
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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: http://www-128.ibm.com/developerworks/library/ws-wsrp/ (accessed 12 November 2007).

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