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Abstract: *The abstract should be written italics, should be no less than 300 words and should not exceed 500 words and will be formatted as one single paragraph without any other styles, bullets and lists, like this one. It might be useful to those who are not experienced in writing abstracts to have a short note on how to write an Abstract. The single most important thing about an abstract is that it is a short document that is intended to capture the interest of a potential reader of your paper. Thus in a very important sense it is a marketing document for your full paper. If the abstract is poorly written or if it is boring then it will not encourage a potential reader to spend the time reading your work. Thus the first rule of abstract writing is that it should engage the reader by telling him or her, what your paper is about and why they should read it. With regards the body of the abstract you need to make a clear statement of the topic of your paper and your research question. You need to say how your research was/is being undertaken. For example, is it empirical or theoretical? Is it quantitative or qualitative? Perhaps it follows the critical research method. What value are your findings and to whom will they be of use? The abstract should then briefly describe the work to be discussed in your paper and also give a concise summary of the findings. Finally your abstract should not include diagrams and in general references are not required in the abstract. The marketing of your proposed paper needs to be done within the word limit of 300 to 500 words. It is poor practice not to use the 300 words and it is considered a bad tactic to go over the limit of 500. Currently abstracts received by us are often: too short (less than 50 words)/too long, do not explain what the proposed paper is about, spend too long defining the general topic of the paper as opposed to the particular issues the paper intends to address and/or are boring. Authors who do not follow these guidelines are more likely to have their work rejected.*

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Format your paper in Arial 10pt throughout, using bold (for titles and headings only) and italics as appropriate. Do not use any formatted styles other than bullets where required for lists. We will apply all other styles when the paper is typeset. The paper should not exceed 5000 words, including the abstract, figures and references, and references should be in the Harvard style (see below for further details - information on the Harvard referencing style can be found at: <http://www.ex.ac.uk/dll/studyskills/harvard_referencing.htm>). The overall length of the paper, including tables, diagrams, charts, abstract and references should not exceed 10 pages.

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# The proceedings are produced on B5 paper 17 x 24 cm. The page margins are 2 cm all round. Margins should be Fully Justified for main text, but Left Aligned for titles and headings. If you are using a Mac, please be aware that these settings may be adjusted in unexpected ways. The pages should not be numbered. Do not use multiple columns.

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Use normal capitalization within the text and do not use bold face for emphasis. Italics are acceptable. All headings should use initial capitals of all words of 4 or more letters only, excepting for use of Acronyms. Please DO NOT use of footnotes and endnotes. Footnotes and endnotes are not permitted and papers containing them will be returned.

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You may use up to three levels of heading, as illustrated in this document. Do not use any further levels of heading.

*Leave here 1 empty row.*

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Multiple authors (maximum 4 allowed) from the same institution should appear as detailed at the start of this document.

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Figures should be numbered consecutively throughout the paper and not numbered according to the section in which they appear. Figure captions should appear below the figure. Use the word Figure in full, and not Fig or F.

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| **Sample table for illustration** | | **purposes** |
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6. Acknowledgements

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