

**Reading through this model paper will give you the style guidelines that you need to apply to your paper**

**The Title of the Paper Goes Here, in Title Case**

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**Abstract:** This model paper contains information about the formatting requirements for the proceedings of this conference. Please read this document carefully. Format your paper in Arial 10pt throughout, using bold 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). The abstract should be no less than 300 words and should not exceed 500 words.

**Keywords:** Include up to 6 keywords here.

**1. Heading:** Generally Introduction or Background

Papers accepted are published in the conference proceedings. We ask all authors to follow these guidelines in order to maintain a high standard of consistency.

**2. Page size**

The proceedings are formatted on A4 paper. The page margins are 2.54cm all round. Margins should be full 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.

**3. Typeset text**

Please use normal capitalisation within the text and do not use **bold face** for emphasis. Italics are acceptable. All headings should use initial capitals only, excepting for use of Acronyms. Please avoid the use of footnotes. Endnotes are not permitted and papers containing them will be returned.

**3.1 Title and authors**

In the paper title only, initial letters of all words of 4 or more letters should be capitalised.

Multiple authors from the same institution should appear as detailed at the start of this document. Multiple authors from different institutions should appear as :

Andrew Nonymous<sup>1</sup>, Second Author<sup>2</sup> and Third Author<sup>1</sup>

<sup>1</sup>The department, faculty and name of institute, Town, Country

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Please give first and last name, in that order. Please do not use all caps. Email addresses should be given beneath, one per line and in the same order as the authors are listed.

*All author details will be removed before the review process.*

**3.1.1 Sub-sections (Style Heading 3)**

You may use up to three levels of heading, please number the heading levels as set out in this document.

Please do not use any further levels of heading.

**4. Figures and tables**

You are invited to use figures and tables in your paper wherever they will help to illustrate your text. The proceedings is delivered to conference delegates in electronic format and therefore supports colour figures, however, the hard copy proceedings is printed in black and white and therefore you are advised to refrain from using colours to deliver important information in your figures.

#### 4.1 Figures

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. Please use the word Figure in full, rather than Fig or F.

Due to the conversion process, some images can cause larger than necessary pdf files. If you have complicated images, please provide these as separate image files (edited to 300dpi) in either .gif or .jpg format as appropriate.

Linked diagrams, inserted from other packages, cause particular problems when typesetting. **PLEASE DO NOT DO THIS.** Instead create an image in a format as listed above and insert. It is helpful if you can send the image as a separate attachment too.

The figure below gives information about the placing of figures.

<p>Pictures should be placed where you would like them to appear in the text. It may sometimes be necessary to move them to accommodate pagebreaks etc, but every effort will be made to keep them where you have placed them.</p> <p>All figures should be centred on the page. Figures should be referenced in the text preceding the figure and captioned immediately below the figure.</p>
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**Figure 1:** This is how a figure should appear

Whilst every care is taken to ensure that figures are reproduced to a high standard, this does ultimately depend on them being supplied in the correct format.

#### 4.2 Tables

Tables should be created using the table option of your word processing package, not using tabs and spaces. See the table below.

**Table 1:** A sample table

Sample table for illustration purposes		
	Heading text	Heading text
Subject text	Detail text	Detail text
Subject text	Detail text	Detail text
Subject text	Detail text	Detail text

Tables should be set as "Autofit to contents" and centred on the page. If your table runs over two pages, please ensure that headings are also carried over. Do not allow rows to split across pages.

#### 5. Language, style and content

With regards to spelling and dialect, we prefer you to use British English, but Canadian, US etc are acceptable provided they are used consistently. Hyphenation is preferred. To ensure suitability for an international audience, please pay attention to the following:

- Write in a straightforward style
- Try to avoid long or complex sentence structures
- Briefly explain all technical terms that may be unfamiliar to some readers
- Explain all acronyms at first use, i.e Academic Conferences International (ACI)
- Explain all local references (e.g. not everyone is familiar with city names in a country)

The one exception to the use of normal style is the use of Bullets style to format bulleted lists (as above). Please use the small square bullet as shown. If absolutely essential then numbered bullets may be used, but this is not preferred practice.

Please note that if English is not your native language we recommend that you have your paper proofread by a fluent (preferably native) speaker as a poor standard of English may lead to your paper being rejected.

### **5.1 Page numbers, headers and footers**

Please do not insert headers, footers or page numbers. Do not refer to page numbers in your text as these will be changed.

### **5.2 Acknowledgements**

If you wish to make acknowledgements in your paper, these should appear immediately before the references at the end of the paper.

## **6. In conclusion**

It is important that you write for a general audience. It is also important that your work is presented in a professional fashion. These guidelines should help to achieve that goal. By adhering to these guidelines, you help the conference organisers tremendously in ensuring impressive presentation of your paper and we thank you for your co-operation.

## **References**

References in the text should be in the format (Nugus 1999) and should then be listed at the end of the paper in alphabetical order as per the following examples:

- Brooks, I. and Weatherston, J. (1997) *The Business Environment: Challenges and Changes*, Prentice Hall, London.
- Brown, S.L. and Eisenhardt, K.M. (1998) *Competing on the Edge: Strategy as Structured Chaos*, Harvard Business School Press, Boston.
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- Doherty, Noel and Delener, Nejd. (2001) "Chaos Theory: Marketing and Management Implications", *Journal of Marketing Theory and Practice*, Fall, Vol 9, No. 4, pp 66–75.
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- Goldberg, J. and Markoczy, L. (1998) "Complex Rhetoric and Simple Games", [online], Cranfield University, [www.Cranfield.ac.za/public/cc/cc047/papers/complex/html/complex.htm](http://www.Cranfield.ac.za/public/cc/cc047/papers/complex/html/complex.htm).
- McElwee, M. (1998) "Chaos Theory and Complexity as Fountainheads for Design of an Organization Theory Building Workshop", Paper read at XIVth World Congress of the International Sociological Association, Montreal, Canada, July.