

AUTHOR GUIDELINES FOR FULL PAPERS

Full papers submitted to be presented at the Congress and printed in the Proceedings Book should be maximum 20 pages in length, 1,5 line spaced, lettering times New Roman 12 font, full justification, paragraphs (page margins 2,5 cm for each side). Extended abstracts should be prepared according to the format guidelines below.

Since author/authors information (names, affiliations, etc.) would be entered to the Congress System during paper submission process, extended abstracts should not cover author information and should be uploaded as only texts formatted as described below.

Title

A brief title written both in Turkish and English that reflect the nature of the study should be provided.

Abstract

Authors should supply an abstract written both in Turkish and English in their submission. Maximum length is 150 words in total.

Keywords

Authors should provide appropriate and short keywords that encapsulate the principal topics of the paper. The maximum number of keywords is 5 and should be written both in Turkish and English.

Introduction and Aim of the Study

Authors should indicate the research question(s) they set out for and try to answer, and the significance of the research to provide a clear understanding of the research for reviewers and readers.

Literature Review (Conceptual Framework)

It is expected that this section of the submission cite any relevant literature so as to support the main purpose of the study, to depict the significance and the contribution of the study.

Research Design and Methodology

In this part the authors should indicate

- type of the study (empirical, conceptual, theoretical or review)
- design of the research (exploratory, descriptive or causal design) if it is an empirical study
- problem(s) of the study (in line with the introduction part)
- model and/or the hypothesis of the research (if there are any)
- sampling method, research population and sample
- data collection technique
- quantitative/qualitative techniques for data analysis.

Results and Discussion

Authors should provide information on findings and results obtained through data analysis or conceptual review. Results should be discussed in relation to conceptual framework, similarities and disparities should be explored, and evaluations on the underlying reasons for them should be provided.

Conclusion and Implications

Authors should mention significant conclusions of their study by associating them with the theoretical framework. Authors should also indicate both theoretical and managerial implications of their study with suggestions for future research.

References

A list of references is required at the end of the paper and it should be in line with *Paper Submission Format Guidelines*.

PAPER SUBMISSION FORMAT GUIDELINES

1. Papers should be maximum 20 A-4 (21cm X 29.7cm) pages in length, 1,5 line spaced, lettering times New Roman 12 font, full justification, paragraphs, page margins 2,5 cm for each side. Page numbers should be under the page.
2. The first page of the paper should cover the title, abstract (maximum 150 words), keywords (maximum 5 keywords) of the study. Author information should strictly not be written on the submission file. Title, abstract and keywords written both in Turkish and English should be placed successively. If there are any, supporting organizations, etc. should be indicated on the first page.
3. The main body of the text should start on the second page with the introduction part and the text should follow using appropriate major headings.

Heading levels should be clearly identified and each level should be uniquely and consistently formatted and/or numbered. The preferred format is as such

1st Level Heading: Left aligned, bold, first letter of each major word capitalized - 14 font

2nd Level Heading: Left aligned, bold, first letter of each major word capitalized - 12 font

3rd Level Heading: Left aligned, bold, italic, first letter of each major word capitalized - 12 font

4th Level Heading: Left aligned, first letter of each major word capitalized - 12 font

4. Papers should be maximum 20 pages in length including body text, figures, tables and references.
5. Standard domain notations and abbreviations should be used and they should be defined first time they are used in the body of text. If it is needed notations and abbreviations could be listed in the introduction or in a separate section.
6. All pictures, maps, graphics, photographs, etc. should be considered as figures. Figures should be numbered consecutively and all figures should be cited in the text in a sequential order (e.g. as indicated in Figure 1) with an appropriate number and caption under the figure.
7. Tables should be numbered consecutively and all tables should be cited in the text in a sequential order (e.g. as indicated in Table 1) with an appropriate number and caption over the table.
8. In the body of text names of books, magazines, movies and TV programs should be written in italic, such as in the *Today Show* ... Do not write any words or phrases in italic to emphasize them.
9. Using Numbers – When starting a line, write numbers in words, such as “Twenty thesis amongst sixty five, the remaining 45 is about ...”.
10. Footnotes should not consist of a reference citation and should be depicted at the relevant, not be listed at the end of the body text.
11. If there is one appendix in study, it should be cited as Appendix in the body of text. If there are more than one appendix, then they should be tagged consecutively and cited as Appendix A, Appendix B, etc. in the body of text.

Reference List

References to other publications should be carefully checked for completeness, accuracy and consistency. Authors should cite publications in the text as

- Single author: (Miller 1991) or Miller (1991)
- Two authors: (Miller and Smith 1994) or Miller and Smith (1994)
- Three authors or more: (Miller et al. 1995) or Miller et al. (1995)
- At the end of the paper a reference list in alphabetical order should be supplied
- All publications by the author with a co-author should be ordered alphabetically by co-author
- All publications by the author alone should be ordered chronologically by year of publication from the eldest to the newest
- All publications by the same author with the same co-author(s) should be distinguished by using small caps such as 1999a and 1999b.
- All publications by the author with several coauthors, ordered chronologically by year of publication.

<i>For books</i>	Surname, Initials (year). Title of Book. Place of publication: Publisher. Single Author: Harrow, R. (2005). No Place to Hide. New York, NY: Simon & Schuster. Multiple Authors: Abisel, N., Arslan, U. T., Behçetoğulları, P., Karadoğan, A., Öztürk, S. R. and Ulusay, N. (2005). Çok Tuhaf Çok Tanıdık. İstanbul: Metis.
<i>For book chapters</i>	Surname, Initials (year). Chapter Title. Editor's Name and Surname. In Title of Book (Pages). Place of publication: Publisher. e.g. Calabrese, F.A. (2005). The Early Pathways: Theory to Practice – a Continuum. in Mary Stankosky. (Ed.). Creating the Discipline of Knowledge Management (pp. 15-20). New York, NY: Elsevier.
<i>For journals</i>	Surname, Initials (year). "Title of Article". <i>Journal Name</i>, volume, number, pages. e.g. Capizzi, M. T. and Ferguson, R. (2005). "Loyalty Trends for the Twenty-First Century". <i>Journal of Consumer Marketing</i>, Vol. 22 No. 2, pp. 72-80.
<i>For published conference proceedings</i>	Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), <i>Title of Published Proceeding which may include place and date(s) held</i>, Place of publication, Publisher, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007). "Connecting destinations with an ontology-based e-tourism planner", in <i>Information and</i>

Communication Technologies in Tourism 2007 Proceedings of the International Conference in Ljubljana, Slovenia, 2007. Vienna: Springer-Verlag, pp. 12-32.

<i>For unpublished conference proceedings</i>	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).
<i>For working papers</i>	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.
<i>For encyclopedia entries (with no author or editor)</i>	Title of Entry (year). Title of Encyclopedia, volume, edition, pages. Place of publication: Publisher. e.g. Balkans: History. (1987). Encyclopaedia Britannica içinde (15. Baskı. Cilt. 14, s. 570-588). Chicago: Encyclopaedia Britannica. (For authored entries please refer to book chapter guidelines above)
<i>For newspaper articles (authored)</i>	Surname, Initials (year, date). Article title. <i>Newspaper</i>, pages. e.g. Bruni, F. (2003, 26 December). Pope pleads for end to terrorism and war. <i>New York Times</i>, s.21.
<i>For newspaper articles (non-authored)</i>	Newspaper (year, date), "Article title", pages. e.g. <i>Daily News</i> (2008,2 February), "Small change", p. 7.
<i>For archival or other unpublished sources</i>	Surname, Initials, (year), "Title of document", Unpublished Manuscript, collection name, inventory record, name of archive, location of archive. e.g. Litman, S. (1902), "Mechanism & Technique of Commerce", Unpublished Manuscript, Simon Litman Papers, Record series 9/5/29 Box 3, University of Illinois Archives, Urbana-Champaign, IL.

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).

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).