

**TITLE OF EXTENDED ABSTRACT, line 1**  
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**Topic(s):** Please indicate up to three topics (from the set of topics on the Call for Abstracts) which relate most closely to the focus of the abstract

**General Instructions:** Extended Abstract (EA) is a short write-up of the ongoing/completed/new research. The overall length of the Extended Abstract (EA), including illustrations, tables, and references, is limited to 1500 words. Major research components like “Purpose or Research Objectives, Methodology/Design, Research Findings, Implications, Contribution/Value, Conclusion, References, etc., should be described in the Extended Abstract (EA).

The main text should be in Times New Romans, 12 point with single line spacing. Space above 6pt and 0pt below. The margins should be 2.5 cm all around the page. For reasons of the printing process you cannot change any of these settings. Figures and tables must be included in the main text and must be individually numbered and captioned. Illustrations should be sharp and clear. Place figures and tables centered. Captions should be placed below figures and above tables. They are typed in Times New Roman 11, in italics, and centered. Leave one line before and after tables and figures

**Purpose of this paper**

What are the reason(s) for writing the paper or the aims of the research?

**Design/methodology/approach**

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**

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.

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What outcomes and implications for practice, applications and consequences are identified? Not all papers will have practical implications but most will. What changes to practice should be made as a result of this research/paper?

### **Originality/value**

What is new in the paper? State the value of the paper and to whom.

Keywords: Keyword 1, Keyword 2, ..... 5 keywords as a minimum.

## **CONCLUSIONS**

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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 (Ed.), *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.  
eg 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).  
eg 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.  
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- *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.  
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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).

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