

Abstract guidelines

The abstract should be **between 300 and 400 words** in Microsoft Word format. The author(s) should provide a title, the name(s) of the author(s), author affiliation(s), and keywords. You may make use of the [template for preparing your abstract](#) and the [sample of a completed abstract](#). Detailed guidelines are as follows:

Font type

1. The whole text should be in Times.

Margins

2. The paper should be A4 format (21 x 29.7 cm). Left and right margins should be 4.4 cm each. Top and bottom margins should be 5.2 cm each.

Title

3. The title of the paper should be 14-point, in capital and lower case letters, and centered.

Author information

4. Use 10-point for the author name(s), 9-point for affiliation(s) and mailing address(es), and 8-point for email address(es).
5. The Western naming convention, with given names preceding surnames, should be used. Chinese authors should write their given names in front of their surnames. The names should be in order of contribution to the paper, with the principal author's name put as the first author.
6. The author information should appear below the title, with one blank line (10-point) after the title. The email address(es) should be on a line after the affiliation(s) and mail address(es).

Abstract

7. The abstract should be 9-point and inset 1.0 cm from the right and left margins. There should be two blank (10-point) lines before the abstract. The abstract should follow a structured format set out under four sub-headings as follows:
 - ***Purpose***
 - ***Design/methodology/approach***
 - ***Findings***
 - ***Originality/value/implications***

Keywords

8. Include at least three and no more than six keywords.
9. 9-point and inset 1.0 cm from the right and left margins.
10. The keywords should appear below the abstract, with one blank (10-point) line after the abstract.