

## **Submission Requirements**

### **Article and Powerpoint presentation:**

Paper length/Word Count: 3,500 words/8–10 pages of single spaced A4 pages.

Presentation length: Slides that do not exceed presentation time of more than 15–20 minutes, i.e. not more than approximately 20–25 slides. The presentation should be for the paper submitted.

**Format:** Articles and presentation should be submitted in editable MS Word and MS Powerpoint format. Papers can be a theoretical or methodological framework, description of an action research project or a market research, or papers with a practical focus written like case study. There is no restriction on the format and style of research paper. Papers should be well referenced and plagiarism will lead to automatic disqualification.

**Layout for article:** Manuscript page layout specifications are as follows:

- Page size: A4
- Margins: 2 cm
- Spacing: Single (use spacing between sections of the paper as shown in this template)
- Font size of body of paper: 11 point
- Font type: Arial
- Abstract is Arial 10pt italic, and is indented (3 cm from left and right)
- Total number of pages including abstract and references should not exceed 10 pages (3,000–3,500 words)
- Tables, figures, and photos should be positioned in the centre of the page and should not exceed the size of the page. Captions should be concisely written and should be followed by the sources placed in parentheses. For example: 'Figure 1: Map of the city of Dubai showing the defragmented nature of urban structure (Source: xxxx)'

**Article sections with descriptions:** All articles submissions must include:

- Title
- Author details: Names, email and bios of not more than 100 words of all contributing authors should be mentioned and listed in the order in which you would like them to be published.
- Abstract must include the following as applicable:
  - Purpose
  - Design/methodology/approach
  - Findings
  - Originality
  - Research limitations/implications
  - Practical implications
  - Social implications
- Keywords: Include up to six appropriate and short keywords that capture the principal topics of the paper.
- References that use Chicago style citation.
- Notes, as applicable.