



18th TOULON-VERONA International Conference
Excellence in Services
CERISDI, Palermo, Italy
August 31-September 1, 2015

Guidelines for submission of the papers to proceedings

All papers must be submitted in Word and be written in English.

All manuscripts must be prepared according to the following guidelines.

We recommend that you send your final paper electronically to Prof. Jacques Martin jma.martin@wanadoo.fr (e-mail with your paper as a file attachment).

Paper length

Final papers should not exceed 16 pages single space (including cover page, tables, figures, references, etc.).

Margins, font, spacing, and justification

Margins of the paper 2,5 cm all around
Font for text Times New Roman 12-point (use *italics* for emphasis)
Spacing Single line
Justify the whole text

COVER PAGE ELEMENTS

1. Title

It should not exceed two lines, must be concise and informative. Avoid abbreviations and formulae where possible.

Division of the paper among the authors, acknowledgements and references to research projects that led to draw up the paper must be inserted in footnote.

Title Times New Roman font, 16-point, capital letter, bold, center-aligned
Footnote Times New Roman font, 10-point, 0,5" of re-entry for first line of each paragraph, justified text

2. Authors' names, contact information, and corresponding author

Write name and surname under the title. Leave two blank lines spacing between title and author's names, and between author's names. Do not use authors' titles (Dr., Prof., Mr., Mrs., etc.) and qualify (PhD, Researcher, Associate Professor, Full Professor, etc.).

Font Times New Roman, 12-point, italic, center-aligned

Below each name provide the affiliation of each author, including the department, university/organization, country, and the email address.

Font Times New Roman, 12-point, center-aligned

Clearly indicate under the author' name and affiliation who is willing to handle correspondence at all stages of refereeing and publication of the paper on the electronic conference proceedings.

Font Times New Roman, 12-point, center-aligned

3. Abstract

Each paper must begin with a concise abstract of no more than 250 words. The abstract should state briefly the purpose of the paper, methodology, findings, research limitations, implications, originality/value of the paper. References must be avoided in the abstract.

Leave five blank lines spacing between the contact information of last author and the heading "Abstract". Leave one blank lines spacing between the heading "Abstract" and abstract text.

Heading "Abstract" Times New Roman font, 14-point, bold, left-aligned

Abstract text Times New Roman font, 12-point, bold, 0,5" of re-entry for first line of each paragraph, justified text

4. Keywords

Leave two blank lines spacing between abstract text and the heading "Keywords". Immediately after the heading "Keywords" indicate six keywords, avoiding general and plural terms and multiple concepts (avoid, for example, "and", "of").

Heading "Keywords" Times New Roman font, 12-point, bold, left-aligned

Keywords text Times New Roman font, 12-point, bold, left-aligned, justified text, each keyword must be separate by a semicolon (;)

PAPER TEXT

5. Subdivision of the paper

First paragraph of your paper must start to page 2. Divide your paper into clearly defined and numbered sections.

First line of each paragraph of the text must be indented 0.5".

6. Headings

Please use no more than three levels of displayed headings.

Leave two blank lines spacing between previous text and headings.

Leave one blank line spacing between headings and the following text.

First level headings Times New Roman font, 12-point, bold, left-aligned

Second or third level headings Times New Roman font, 12-point, italic, left-aligned

7. Abbreviations

Abbreviations and acronyms should be defined at first mention and used consistently thereafter.

8. Figures and tables

Figures and tables must be inserted in the text and not be placed in the appendix at the end of the paper. They must be numbered according to the order of placement in the text. Clearly indicate where in the text they should be put.

Figures must be in .jpg or .tiff (minimum resolution 500 dpi).

Tables must be in Word or Excel or must be in a good resolution .tiff or .jpg file.

Every figure or table must have a title before it. Leave one blank line spacing between the text and the title and between the title and the figure or table.

The source of the figure or table must be indicate below it. Leave one blank line spacing between the figure or table and the text.

Figure and table must be center-aligned.

Figure/Table font Times New Roman, 10-point, bold, left-aligned

Source font Times New Roman, 10-point, left-aligned

9. Formulas/equations

The text size of formula should be similar with normal text size. Do not use image files for formulas/equations.

10. References

Please ensure that every reference cited in the text is also present in the reference list (and vice versa).

Heading “References” Times New Roman font, 12-point, bold, left-aligned

References text Times New Roman font, 12-point, 0,5” of re-entry for first line of each reference, justified text

Citations in the text

Cite references in the text by surname and year in parentheses. Where three or more authors are listed in the reference list, please cite in the text as (Author Surname et al., 1998).

Where reference is made to more than one work by the same author published in the same year, identify each citation in the text as follows: (Author Surname, 2013a), (Author Surname, 2013b).

Some examples:

- This effect has been widely examined (Author Surname, 2012).
- This effect has been widely examined by First Author Surname and Second Author Surname (2013).
- This effect has been widely examined (Author Surname, 1990; First Author Surname et al., 2000; First Author Surname and Second Author Surname, 2010; First Author Surname et al., 2013).

Reference list

Each paper must have a “Reference” section at the end of the paper. Sort the list of reference in alphabetical order based on the first author’s surname.

Citation of a reference as “in press” implies that the item has been accepted for publication.

Some examples:

Ailawadi K.L., Keller K.L. (2004). “Understanding retail branding: conceptual insights and research priorities”, *Journal of Retailing*, 80(4): 331-342.

Mantrala M.K., Levy M., Kahn B.E., Fox E.J., Gaidarev P., Dankworth B., Shah D. (2009). “Why is assortment planning so difficult for retailers? A framework and research agenda”. *Journal of Retailing*, 85(1), 71-83.

Yin R.K. (2003). *Case Study Research. Design and Methods*. Thousand Oaks: Sage.

References

- Ailawadi K.L., Keller K.L. (2004). "Understanding retail branding: conceptual insights and research priorities", *Journal of Retailing*, 80(4): 331-342.
- Mantrala M.K., Levy M., Kahn B.E., Fox E.J., Gaidarev P., Dankworth B., Shah D. (2009). "Why is assortment planning so difficult for retailers? A framework and research agenda". *Journal of Retailing*, 85(1), 71-83.
- Yin R.K. (2003). *Case Study Research. Design and Methods*. Thousand Oaks: Sage.