

**Specifications for Submitting
Final Papers for Proceedings
(Refereed Papers)**

International Conference on Wine Market and Cultures of Consumption
2-5 June 2019 Hong Kong

I. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript elsewhere for publication.
- C. The Conference proceedings will be professionally reproduced on USB with an appropriate ISBN number. Final copies of all manuscript prepared based on the following specifications must be submitted **on or before 4 April 2019**. **Papers submitted after this date will still be presented at the Conference but will not appear in the proceedings**.

D. Page Limitations:

Authors are allowed to submit **one final paper of up to 20 single spaced pages, inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Conference Proceedings. Please see attached sample for details.

- E. Prepare your paper using **Microsoft Word (latest version available) on PC only**. Submit your paper to the Conference Secretariat by email (leslie.fung@polyu.edu.hk).

Please use your **paper number** as the **file name**, e.g.: if the paper number is C1001, save the file as **C1001.doc**.

- F. The paper author (or at least one of the co-authors in case of multiple authors) is required to register for the Conference with full payment of fees on or before **23 April 2019** in order for papers to be included in Conference Proceedings as well as in the Conference Program. Papers submitted by authors not registered for the Conference will be deleted from both the Conference Proceedings and the Conference Presentation schedule.
- G. In addition to payment of full Conference registration fees, all paper presenters are responsible for expenses incurred for travel and lodging/accommodations.

II. Paper Format (also see attached sample).

The paper should follow the following format:

- Up to **20 pages** inclusive of all tables, figures, references, appendices and so on. Line spacing should be **single within each paragraph** but **double between paragraphs**. Do not number the pages but make sure the pages are in the correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman** and font size **12 point**.
- The paper must be formatted for **A4 size** (210mm x 297mm).
- Leave **1-inch margin** on all four sides.
- All headings and subheadings should be flushed left and followed by a blank line. Please refer to the sample below. Indent the first sentence of each paragraph with ½ inch (1.25 cm) and justify text.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words** which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Table and figures (including diagrams, charts, graphs, screen captures, appendices and photos) should be presented within the text (not at the end of the text). The use of **color graphics** is discouraged.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- Your paper will be returned if it does not follow these specifications.

For other details, please see the sample format attached.

TITLE OF YOUR PAPER CENTERED LIKE THIS

Your Name (e.g. John A. Doe)
Your Department Name
Your Organization/University Name

Your Co-author's Name
Your Co-author's Department Name
Your Co-author's Organization/University Name

and

Your Co-author's Name
Your Co-author's Department Name
Your Co-author's Organization/University Name

ABSTRACT

Starting with one paragraph of "Abstract," your paper needs to be typed justified in one column as shown in this example. **Indent** the first sentence of each paragraph with ½ **inch** (1.25 cm) separated by headings and subheadings as shown below. Line spacing should be **single within each paragraph** but **double between paragraphs** as shown in this example. Title and author affiliations must be centered as shown above. Positions (e.g. Assistant Professor or Assistant Dean or Head of School etc.) and degrees (e.g. Ph.D. etc.) of authors are not necessary.

Key Words: identify and list key words (maximum of 6) which represent the content of your paper.

INTRODUCTION (FIRST LEVEL HEADINGS)

Do not number the pages but make sure the pages are in the correct order. Pages will be numbered by the editor.

Second Level Headings

Third Level Headings (numbering system optional)

Fourth Level Headings (numbering system optional)

Submit your final paper to the office of Conference Secretariat as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted by email attachment.

TABLES AND FIGURES

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3 etc.) and they should

bear a title (with appropriate upper and lower case letters) which explain their contents. For example:

Table 1
Profile of Typical Travelers

Profile	Frequency	Percentage
Male	110	47.83
Female	120	52.17
Total	230	100

REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (as outlined by the latest edition of the Publication Manual of the American Psychological Association). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. All cited references must be given in full, including the volume, issues, and page numbers. Be sure you are consistent in your use of abbreviations, terminology, and in citing references, from one part of your paper to another. Do not number the references but make sure they are alphabetized by author.

(Please do NOT list references as footnotes at the end of each page).

Some examples are shown below:

Chon, K. S. (1991). *The Management of Hotel Sales and Marketing*. Washington, D.C.: Hotel Sales and Marketing Association International Foundation.

Committee for Economic Development. (1981). *Translational corporations and developing countries*. New York: Author.

Czinkota, M. F. (1980). An analysis of export development strategies in selected U.S. industries. *Dissertation Abstracts International*. (University Microfilms No. 80-15, 865).

Feminism. (n.d.). In *Encyclopædia Britannica online*. Retrieved from <http://www.britannica.com/EBchecked/topic/724633/feminism>

Sheldon, Pauline J., & Mak, J. (1987). The demand for packages tours: A model choice model. *Journal of Travel Research*, 25(3): 13-17. doi: 10.1177/004728758702500304

Shostack, G. L. (1986). Breaking free from product marketing. In C. W. L. Hart & D. A. Troy (Eds.), *Strategic Hotel/Motel Marketing* (pp. 42-50). East Lansing, MI: Educational Institute of the AHMA.

The opportunity of world brands. (1984, June 3). *The New York Times*, P. 6F.

Tinnin, D. B. (1981, November 16). The heady success of Holland's Heineken. *Fortune*, pp. 158-164.

Urban, G. L. & Hauser, J. R. (1980). *Design and Marketing New Products*. Englewood Cliffs, NJ: Prentice Hall.

Yucelt, U. (1987). *Tourism marketing planning in developing economies*. Paper presented at the annual meeting of the Academy of Marketing Science. Bal Harbour, Florida.

ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

APPENDICES

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement (if applicable).