

# INFORMATION FOR AUTHORS

## Article Evaluation Process:

All articles are evaluated by two referees. The evaluation is done anonymously. Criteria for evaluation include significance in contributing a new knowledge, conceptual quality, appropriate methodology, technical competence, and clarity.

## Manuscript Preparation

Margins: top 2.5 cm, bottom 2 cm, left 3 cm, right 2 cm.

Paper: white, 8" × 10" bond paper (B5).

Number of copies: two hard copies in addition to a soft copy as an email attachment to: [paper@hq.helwan.edu.eg](mailto:paper@hq.helwan.edu.eg)

Cover page: staple a cover page to the manuscript, indicating only the article title (this is used for anonymous refereeing) and the abstract.

Second "title page": enclose a regular title page but do not staple it to the manuscript. Include the title again, plus:

- Full authorship credits.
- An abstract of about 150 words.
- 5 or 6 keywords that identify article content.
- An introductory footnote with authors' academic degrees, professional titles, affiliations, mailing addresses, and any desired acknowledgement of research support or other credit.
- All identifying details of the author/s need to be removed from the body of the manuscript to facilitate the blind-review process. Such author details should be contained on the page of the manuscript only.
- Abstracts should contain an abbreviated representation of the content of the manuscript major results, conclusions, and/or

recommendations, followed by supporting details of method, scope, or purpose as appropriate.

- Manuscripts should be structured as: introduction, literature review, research method, presentation of results, discussion of results, recommendations and conclusions, references.
- All pages of the manuscript should be numbered, top center.

The text should be written with a font type (Times New Roman) of size 12 and of 1.5 space. The abstract should be written with font 12 (Bold, in Italic) of one spacing, paper title: Times New Roman 14 Bold, all headings: Times New Roman 12 Bold.

### **Tables, Illustrations/Diagrams, and Photographs**

- All supplements to the manuscript text should be professionally done.
- Tables must be included as part of the text, and they should appear in the manuscript as near as possible to the place where they are referred to in the text. They should be intelligible without reference to the text and should include a title caption and headings for columns.
- Very wide or very long tables should be avoided.
- Tables and figures should be numbered using Arabic numerals.
- Centre table captions above the tables (word "Table" and number the table in bold).
- Centre the tables on the page, number tables consecutively, and use 10 point type.
- Illustrations/diagrams must be clear and include a title caption. Lettering should be large enough to be legible to printing size. Photographs need prior arrangement with the conference committee. Copyrights should be firmly respected.

## **Proofs**

Proofs will be sent to authors after the review process has been completed and alterations attended to by the author/s of a said manuscript. These should be corrected and returned to the editor within five working days. Major alterations to the text, at this point, are not permitted.

## **Spelling, Grammar, Punctuation, and Inconsistencies**

The author is responsible for preparing a manuscript copy, which is clearly written in acceptable, scholarly language, and which contains no errors of spelling, grammar, or punctuation. The editor is not responsible for correcting errors of spelling and grammar.

Check the paper for the following common errors:

- Dangling modifiers
- Misplaced modifiers
- Unclear antecedents
- Incorrect or inconsistent abbreviations, terminology, and in citing references from one part of your paper to another.
- The accuracy of all arithmetic calculations, statistics, numerical data, text citations, and references should be checked.

## **References**

All cited references must be given in full, including the volume, issues, and page and plate numbers. The list of all references should be placed at the end of the paper, arranged in alphabetical order by authors' last names, as shown in examples below. References, citations, and general style of manuscripts should follow the American Psychological Association (APA) style. Footnotes system could be used in the archaeological and tourism guidance fields.

## **EXAMPLES OF FORMAT**

### **Examples of References to Periodicals**

#### JOURNAL ARTICLE: ONE AUTHOR

Tellis, G.J. (1986). Beyond the Many Faces of Price: An Integration of Pricing Strategies. *Journal of Marketing*, 50 (4), pp.146-160.

#### JOURNAL ARTICLE: MULTIPLE AUTHORS

Sheldon, P.J.,& Mark, J. (1987). The Demand for Package Tours: A Mode Choice Model. *Journal of Travel Research*, 25 (3), pp.13-17.

#### MAGAZINE ARTICLE

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

#### NEWSPAPER ARTICLE: NO AUTHOR

The Opportunity of World Brands. (1984, June 3). *The New York Times*, p.6F.

#### MONOGRAPH

Franko, L.G. (1979). A Survey of the Impact of Manufactured Exports from Industrializing Countries in Asia and Latin America. *Changing International Realities* (Monograph) No.6.

### **Examples of References to Books:**

#### REFERENCE TO AN ENTIRE BOOK

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

BOOK WITH A CORPORATE AUTHOR

Committee for Economic Development.(1981). *Transnational Corporations and Developing Countries*. New York: Author.

EDITED BOOK

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

BOOK WITH NO AUTHOR OR EDITOR

*Marketing Opportunities in Japan* (1978). London: Dentsu.

ARTICLE OR CHAPTER IN AN EDITED BOOK

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.

**Proceedings of Meetings and Symposia:**

PUBLISHED PROCEEDINGS AND CONTRIBUTIONS TO A SYMPOSIUM

Hoistius, K. (1985). Organizational Buying of Airline Services.In S.Shaw, L.Sparks & E.Kaynak (Eds.).*Marketing in the 1990's & Beyond* (pp. 262-272). Second World Marketing Congress, held at University of Stirling, Scotland, (August 28-31).

UNPUBLISHED PAPER PRESENTED AT A MEETING

Yucelt, U. (1987). Tourism Marketing Planning Developing Economies. Paper Presented at the Annual Meeting of the Academy of Marketing Science, BalHarbour, Florida.

**Theses and dissertations:**

Green, R. (2004). *Critical Theory and University Transformation*. D.Phil. Thesis, University of South Africa, Pretoria.

**Website references:**

Green, G. (1989). Maslow's Hierarchy of Needs. Available at: <http://www.connect.net/georgen/maslow.html>

[Accessed on: 2 May 2005].

For reference of unpublished manuscripts, publications of limited circulation, reviews and interviews, and non-print media, please refer to the latest edition of the Publication Manual of the American Psychological Association.

**For manuscript submissions and inquiries, contact:**

Email: [paper@hq.helwan.edu.eg](mailto:paper@hq.helwan.edu.eg)