



## PUBLICATION POLICY

The Global Fashion Conference aims to promote the advance of knowledge and innovation and therefore the diffusion of information is one of the most important aspects of this bi-annual event.

We do thank all the Authors, whose papers were accepted for presentation for sharing and trusting us the results of their work.

In order to clarify the possibilities of publication in this 5<sup>th</sup> edition of GFC, we are sending you a brief note on the publication policy of GFC2016.

ALL the abstracts AND papers will make part of the **Proceedings of the Conference** that will be published under electronic format. The deadline for the submitting of full papers is the 30<sup>th</sup> of November. The official date of publication is December 2016.

If authors do not produce a full paper only the abstract will be included in the Proceedings.

The Global Fashion Conference has a pluridisciplinary approach and, therefore, it is difficult to have only one journal interested in publishing papers coming out of this Conference.

At present, there are five Academic Journals that might be interested in publishing papers:

- Journal of Fashion Marketing and Management
- Supply Chain Management: An International Journal
- Luxury, History, Culture, Consumption
- Textiles and Clothing Sustainability
- Fashion Practice: Design, Creative Process and the Fashion Industry

The publication is not granted in an automatic way. The selection will be made according to academic standards and editorial policies of the academic journals.

Another publication to be made is a **Book**. This book will be published in English and Portuguese in paper and in e-book format. The publication in other languages may be possible if we are able to get the interest of a specific Publisher.

In this particular case of the book the guidelines for publication will be different and the Author may even suggest for instance another paper about the same issue that could be ready for publication.

Each publication will follow a specific copyright policy agreed previously with Authors.



## **Proceedings**

The papers/articles included in the Global Fashion Conference Proceedings intend to contribute for the dissemination of research results, scientific debate and original and best practices in the entrepreneurial environment, namely joint projects between academia and industry.

All papers/articles should be sent to: [globalfashionconference@gmail.com](mailto:globalfashionconference@gmail.com) UNTIL the **23<sup>rd</sup> of September 2016**.

## **Authors Guidelines**

### **A. For Academic Papers**

Please prepare your full paper, using the following guidelines:

#### Format

All files should be submitted as a Word document, using font Times New Roman size 12 for paper title, size 11 for the full text and size 10 for endnotes. Line spacing should be 1.5.

#### Paper Length

Papers should be between 6000 and 8000 words in length. This includes all text including references and appendices.

#### Paper Title

A title of not more than eight words should be provided.

#### Paper Title Page

On the Title Page the Author should provide information regarding:

#### Author Details

Details should be supplied on the Article Title Page including: Full name of each author Affiliation of each author, at time research was completed. Where more than one author has contributed to the article, details of who should be contacted for correspondence.

E-mail address of the all the Authors.

Brief professional biography of each author.

#### Structured Abstract

Authors must supply a structured abstract on the Article Title Page. In this structured abstract it should be clearly stated, under each item:

Purpose (mandatory)

Design/methodology/approach (mandatory)

Findings (mandatory)

Research limitations/implications (if applicable)



Practical implications (if applicable) Social implications (if applicable)  
Originality/value (mandatory) Maximum is 250 words in total (including keywords and article classification, see below).

### Keywords

Please provide up to 10 keywords on the Article

### Article Classification

Categorize your paper on the Article Title Page, under one of these classifications: Research paper, Viewpoint, Technical paper, Conceptual paper, Case study Literature review, General review.

### Headings

Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.

### Notes/Endnotes

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

### Research Funding and Acknowledgements

Authors must declare all sources of external research funding in their article and a statement to this effect should appear in the Acknowledgements section.

Authors should describe the role of the funder or financial sponsor in the entire research process, from study design to submission.

### Figures

All Figures, including Graphics and Photos should be included in the text and numbered according to the guidelines described below.

To speed the subsequent process of publication in JFMM or other academic journal from EMERALD database the figures, graphics and photos should also be provided separately as follows:

All Figures (charts, diagrams, line drawings, web pages/screenshots, and photographic images) should be submitted in electronic form.

All Figures should be of high quality, legible and numbered consecutively with arabic numerals.

Graphics may be supplied in colour to facilitate their appearance on the electronic version.

Figures created in MS Word, MS PowerPoint, MS Excel, Illustrator should be supplied in their native formats.



Electronic figures created in other applications should be copied from the origination software and pasted into a blank MS Word document or saved and imported into an MS Word document or alternatively create a .pdf file from the origination software.

Figures which cannot be supplied in as the above are acceptable in the standard image formats which are: .pdf, .ai, and .eps. If you are unable to supply graphics in these formats then please ensure they are .tif, .jpeg, or .bmp at a resolution of at least 300dpi and at least 10cm wide.

To prepare web pages/screenshots simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".)

Photographic images should be submitted electronically and of high quality. They should be saved as .tif or .jpeg files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest resolution/quality possible.

### Tables

Tables should be included in the text following the guidelines below.

In order to speed the subsequent publication in an academic journal, the tables should also be provided separately, as follows:

Tables should be typed and included in a separate file to the main body of the article. The position of each table should be clearly labelled in the body text of article with corresponding labels being clearly shown in the separate file. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.

### References

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. This is very important in an electronic environment because it enables your readers to exploit the Reference Linking.

You should cite publications in the text: (Adams, 2006) using the first named author's name or (Adams and Brown, 2006) citing both names of two, or (Adams et al., 2006), when there are three or more authors.

At the end of the paper a reference list in alphabetical order should be supplied:

#### **For books**

Surname, Initials (year), Title of Book, Publisher, Place of publication. e.g. Harrow, R. (2005), No Place to Hide, Simon & Schuster, New York, NY.

#### **For book chapters**

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, Title of Book, Publisher, Place of publication, pages. e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), Creating the Discipline of Knowledge Management, Elsevier, New York, NY, pp. 15-20.



### **For journals**

Surname, Initials (year), "Title of article", Journal Name, volume, number, pages. e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", Journal of Consumer Marketing, Vol. 22 No. 2, pp. 72-80.

### **For published conference proceedings**

Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), Title of published proceeding which may include place and date(s) held, Publisher, Place of publication, Page numbers. e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007, Springer-Verlag, Vienna, pp. 12-32.

### **For unpublished conference proceedings**

Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date). e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.unileipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

### **For working papers**

Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date. e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.

### **For encyclopedia entries (with no author or editor)**

Title of Encyclopedia (year) "Title of entry", volume, edition, Title of Encyclopedia, Publisher, Place of publication, pages. e.g. Encyclopaedia Britannica (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopaedia Britannica, London and New York, NY, pp. 765-71. (For authored entries please refer to book chapter guidelines above)

### **For newspaper articles (authored)**

Surname, Initials (year), "Article title", Newspaper, date, pages. e.g. Smith, A. (2008), "Money for old rope", Daily News, 21 January, pp. 1, 3-4.

### **For newspaper articles (non-authored)**

Newspaper (year), "Article title", date, pages. e.g. Daily News (2008), "Small change", 2 February, p. 7.

### **For electronic sources**

If available online, the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed.

E.g.:

Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 November 2007).



Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

## **B. Testimonials: innovative experiments and practices**

### Format

All files should be submitted as a Word document.

### Paper Length

Papers should be between 6.000 and 8.000 words in length. This includes all text including references and appendices. Figures and images will correspond to 280 words.

### Paper Title

A title of not more than eight words should be provided.

### Paper Title Page

On the Title Page the Author should provide information regarding:

### Author Details

Details should be supplied on the Article Title Page including: Full name of each author Affiliation of each author, at time research was completed. Where more than one author has contributed to the article, details of who should be contacted for correspondence.

E-mail address of the all the Authors.

Brief professional biography of each author.

### Keywords

Please provide up to 10 keywords on the Article.

### Article Classification

Categorize your paper on the Article Title Page as Testimonial.

### Headings

Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.



### Notes/Endnotes

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

### Text

The text on testimonials should provide a clear idea on **background issues**: purpose of the experiment and practice; details about the different **phases of development** of the experiment/prototype or process of creation; and the **assessment of results** according to expectations and/or objectives set.

### Figures

All Figures should be of high quality, legible, should be included in the text and numbered consecutively with arabic numerals.

Graphics may be supplied in colour to facilitate their appearance on the electronic version.

Photographic images should be submitted electronically and of high quality. Digital camera settings should be set at the highest resolution/quality possible.

Bear in mind what has been said above (academic papers) in terms of original formats and minimum resolution.

### Tables

Tables should be included in the text. The position of each table should be clearly labelled in the body text of article with corresponding labels being clearly shown under the table. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.

### References

If any references were used and you would like to mention them, please follow Harvard style (details above).

## **C. Joint Projects University/Industry**

### Format

All files should be submitted as a Word document.

### Paper Length

Papers should be between 6.000 and 8.000 words in length. This includes all text including references and appendices.



### Paper Title

A title of not more than eight words should be provided.

### Paper Title Page

On the Title Page the Author should provide information regarding:

### Author Details

Details should be supplied on the Article Title Page including: Full name of each author Affiliation of each author, at time research was completed. Where more than one author has contributed to the article, details of who should be contacted for correspondence.

E-mail address of the all the Authors.

Brief professional biography of each author.

### Keywords

Please provide up to 10 keywords on the Article.

### Article Classification

Categorize your paper on the Article Title Page as Joint Project Academia/Industry.

### Headings

Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.

### Notes/Endnotes

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

### Text

The text on projects should provide a clear idea on **background issues**: scope of project; details about the different phases of development of the project with a brief description of **main activities carried out and tests or assessment of results** made along the development phases; and the **final conclusions** of the project stating main results achieved and implications for future managerial practice.

### Figures

All Figures should be of high quality, legible, should be included in the text and numbered consecutively with arabic numerals.

Graphics may be supplied in colour to facilitate their appearance on the electronic version.



Photographic images should be submitted electronically and of high quality. Digital camera settings should be set at the highest resolution/quality possible.

Bear in mind what has been said in terms of original formats and minimum resolution above.

### Tables

Tables should be included in the text. The position of each table should be clearly labelled in the body text of article with corresponding labels being clearly shown under the table. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.

### References

If any references were used and you would like to mention them, please follow Harvard style (details above).