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**The Southern African Institute of  
Management Scientists (SAIMS)**

**CALL FOR PAPERS**

# FIRST

# CALL FOR PAPERS

You are invited to send submissions for the  
**30th Annual SAIMS conference**,  
which will be hosted by the  
**Department of Business Management** at  
**Stellenbosch University**, during the period  
16-19 September 2018.

The 2018 SAIMS Conference theme is:

Celebrating 30 years of  
research-inspired management  
advancement.

**Two types of papers may be submitted:**

1. Competitive Papers (Full Paper): maximum 15 pages.
2. Work-in-Progress (Abstract only): 500 words maximum.

Deadline for submissions: 30 April 2018.

Please visit the following website for all submissions:

[www.saibw.co.za](http://www.saibw.co.za)

# SUBMISSION DETAILS

## 1. TRACKS

You are welcome to submit papers in one of the following tracks:

- Track 1:** Accounting, Banking and Insurance
- Track 2:** Finance and Investment
- Track 3:** Economics
- Track 4:** Entrepreneurship and Small Business Management
- Track 5:** General and Strategic Management
- Track 6:** Marketing (excluding Digital Marketing)
- Track 7:** Digital Marketing
- Track 8:** Consumer Behaviour
- Track 9:** Corporate Social Investment and Business Ethics
- Track 10:** Logistics and Supply Chain Management
- Track 11:** Information and Communication Technology
- Track 12:** Human Resource Management
- Track 13:** Management Education
- Track 14:** Public and Development Management
- Track 15:** Specialised topics

The aim of this track is to invite submissions from a diverse background that do not necessarily resort under any of the above-mentioned tracks. Examples hereof are sports management, B2B marketing, tourism management, non-profit management, globalisation, doing business in an emerging economy, international business, as well as any other submissions that support the overall theme of the conference.

# SUBMISSION DETAILS

## 2. FORMAT OF SUBMISSIONS

### Papers can be submitted in one of two streams:

- Competitive papers: Complete research papers on any track related to the theme of the conference.
- Work-in-progress report proposals for future research: Incomplete research, on-going research or ideas for future research in order to generate feedback on any topic listed above or related to the theme of the conference.

### Important information about submissions:

All full-length competitive papers and work-in-progress abstracts will be submitted to a double-blind peer-review process.

- Only full-length competitive papers will qualify for the Best Paper Award.
- Only full-length papers published in the conference proceedings will qualify for subsidy purposes. If, after the double-blind peer review process and acceptance, you do not wish to publish your full paper in the conference proceedings, you must communicate this clearly to the conference organisers within a month of acceptance and a two-page summary still needs to be provided for publication.
- Papers that do not comply with the format requirements of submissions will be returned to authors for corrections.
- A maximum of two papers may be presented by one individual.
- **Please ensure that the names of the authors do not appear anywhere in the submission.**

# SUBMISSION DETAILS

## 3. IMPORTANT DATES AND DEADLINES

Submission deadline (both streams): **30 April 2018**

Feedback via email: **27 July 2018**

Final submission of corrected papers (based on the feedback of reviewers):  
**20 August 2018**

# SUBMISSION DETAILS

## 4. SUBMISSION GUIDELINES

Only electronic submissions will be accepted. Submissions must be submitted through the SAIMS web page [www.saibw.co.za](http://www.saibw.co.za)

### 4.1 Full-length papers for the competitive stream

**Only electronic submissions will be accepted.**

**The following minimum aspects should be addressed in the actual paper:**

- Title of the paper
- Abstract (150 words)
- Up to four (4) keywords describing the paper
- Introduction
- Literature review and problem investigated
- Research objectives and/or hypothesis
- Research methodology
- Results/findings
- Practical managerial implications and recommendations
- Conclusions

#### GENERAL INFORMATION

- Submissions should not exceed 15 pages including the abstract and references.
- Only pdf files will be accepted. Save the submission under the title of your paper.
- Font: Arial 11, single line spacing, 2.5cm margins, justified.
- See Technical Details section on page 8 for author guidelines.

#### NOTE

Your full-length paper should have the following layout: Title of submission, followed by the abstract (maximum 150 words), then the introduction ... and the rest of the paper.

# SUBMISSION DETAILS

## 4. SUBMISSION GUIDELINES

### 4.2 Abstracts for the work-in-progress stream

**Only electronic submissions will be accepted.**

**The following minimum aspects should be addressed in the actual paper:**

- Title of the paper
- Up to four (4) keywords describing the paper
- An introduction providing a brief background into the nature of the problem or case study under investigation
- A preliminary literature review
- A clear formulation of the main problem(s) to be investigated
- Envisaged research methodology
- Preliminary findings
- Conclusions and managerial implications or recommendations

### GENERAL INFORMATION

- Submissions should not exceed 500 words in length.
- Only pdf files will be accepted. Save the abstract under the title of your paper.
- Font: Arial, 11, single line spacing. 2.5cm margins, justified.
- See author guidelines section for more details on referencing.

# SUBMISSION DETAILS

## 5. AUTHOR GUIDELINES

### 5.1 General Guidelines

- Submissions should be typed in single spacing, including references. Do not use double-spacing anywhere.
- Page numbers are to be placed in the upper right-hand corner of every page.
- Do not use any tab indents for paragraphs. Do not number paragraphs.
- The text must preferably be limited to three levels. Main headings are presented in capitals (bold); sub-headings in lower case (bold), and sub-subheadings in normal text, lower case.

**For instance:**

**METHODOLOGY**

Sampling procedure

Composition of sample

- Submissions should have margins of 2.5 cm.
- Documents need to be justified.
- Length of submissions:
  - Full papers: Maximum 15 pages (including the abstract and references).
  - Work-in-Progress: 500 words (including references)
- The 11-point Arial font must be used.

### 5.2 Structure

- Since all papers are electronically submitted, the submission needs to be submitted as single files.
- In the case of full papers, start with the title of your paper, followed by the abstract (maximum 150 words), then introduction ... and the rest of your paper.
- Work-in-Progress requires the submission of an abstract consisting of 500 words maximum. The abstract should provide a substantive summary of the paper. It should be informative, giving the reader an overview of the paper (or the envisaged paper/research).



# SUBMISSION DETAILS

## 5. AUTHOR GUIDELINES

### 5.3 Tables

- Tables should have a table number starting at 1, and heading which should be aligned to the left margin before the table is provided.
- The table number and title should be typed on separate lines, in capital letters.
- All rows and columns should be clearly labelled.
- No more than 2 decimal points should be provided.
- Tables should be single spaced.
- A reference should be provided below the table.

### 5.4 Figures

- Figures should have a figure number starting at 1, and heading which should be aligned to the left margin before the figure is provided.
- The figure should be clear and add value to the paper.
- A reference should be provided below the figure.
- The figure number and title should be typed on separate lines, in capital letters
- Figures and artwork must be of a high quality and camera ready. Please avoid the use of gray-scale shading.
- In the text, all illustrations and charts should be referred to as figures.

### 5.5 Mathematical notations

Mathematical notations should be clearly explained within the text. Equations should be centered in the page. If equations are numbered, type the number in parentheses flush with the right margin. Unusual symbols and Greek letters should be identified. For equations that may be too wide to fit in a single column, indicate appropriate breaks.

# SUBMISSION DETAILS

## 5. AUTHOR GUIDELINES

### 5.6 Referencing

Use the Harvard method of referencing.

#### 5.6.1 Citations within text

Citations in the text should include the author's last name and year of publication enclosed in parentheses, for example, (Jones, 1990). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert in a logical sentence break.

If a particular page, section, or equation is cited, it should be placed within the parentheses, for example, (Jones, 1990: 112).

For multiple authors, use the first time in full if a source is cited irrespective of the number of authors. For subsequent citations of three authors and more use "et al." (in italics). For example:

(Smith, Wesson, Brown and Green, 2000). and afterwards, (Smith et al., 2000).

If the same authors published another work in the same year, a distinction must be made by using a lower caps a or b. For example:

(Smith, Wesson, Brown, and Green, 2000b).

In the case of multi-authors and different dates of publication, list it in order of the latest publication first. Authors' names should not be listed alphabetically. For example:

(Jones, 2001; Bennet and Podaysky, 1998; Fulton and Bowker, 1990).

# SUBMISSION DETAILS

## 5. AUTHOR GUIDELINES

### 5.6.2 Reference list

An example of **multiple-author references for books** is:

Donners, J H. and Williams, D.F. 1992. Marketing of Art. New York: Wiley.

Examples of **single- and multiple-author references for periodicals** are:

Steenkamp, J. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.

Steenkamp, J., du Toit, F. and Mazibuko, H. 1998. Analysing the effect of marketing on strategy. Journal of Marketing, 9 (3): 226-230.

An example of using a **web page** is as follows:

Williams, M.T.N. 2005. Marketing on the internet. BizzCommunity. Available: <http://www.BizzCommunity.com> [Accessed: 12 April].

Examples of a **paper read at a conference**, and/or an **(unpublished) dissertation or thesis** are as follows:

Parasuraman, A. 1996. Understanding and Leveraging the Role of Customer Service in External. Interactive and Internal Marketing. Paper read at Frontiers in Services Conference. Nashville, Tennessee (October).

Webb, C. 2003. The Role of Women in Society. Unpublished D.Comm dissertation, University of Botswana.

# SUBMISSION DETAILS

## 6. PRESENTATION GUIDELINES

- Presentations should not exceed 20 minutes in length and there will be an additional five minutes for questions and feedback.
- One individual may present a maximum of two papers.

For any further queries contact [saims2018@sun.ac.za](mailto:saims2018@sun.ac.za)

SAIMS membership is available at R270 per year, and payable at:  
[www.saibw.co.za/membership.php](http://www.saibw.co.za/membership.php)