

**German-African University Partnership Platform for the Development of Entrepreneurs  
and SME's**

**6<sup>th</sup> Annual Conference "Universities, Entrepreneurship and  
Enterprise Development in Africa" 2017**

University of Nairobi, Kenya, 19<sup>th</sup> July

**Full Paper Submission Guidelines**

Deadline for full paper submission is 15<sup>th</sup> August 2017.

Please submit your paper in Word, or in a Word compatible format.

Your full paper should not exceed 7500 words.

Please send your full paper to [Sonja.keller@h-brs.de](mailto:Sonja.keller@h-brs.de)

**Author Guidelines:**

**First page:**

Please indicate the title of your paper, author(s), author's affiliation(s), and the contact author:

**Title:**

**Author(s):**

**Affiliation(s):**

**Contact author:**

**Abstract or Executive Summary:**

The Abstract or Executive Summary should indicate clearly the content of the final contribution and should not exceed 300 words.



Body of the article (begins on second page):

- Please use DOUBLE LINE SPACING
- Please use 12 point Times New Roman font.
- Please use numeration 1, 1.1, 2 etc. to indicate headings and subheadings
- Graphs and Tables should carry a title and number
- Statistics (tables) should be placed in appendices where possible.

Referencing Style:

Books and journal articles should be referred to in the text by the authors name and year of publication: (May and Phillips 1992) or May and Phillips (1992). Where reference is made to more than one work published by the same author in a single year, a suffix, a; b etc. should follow the date: (Smith 1989a), (Smith 1989b).

Please ensure that all citations in the text are listed in full in the reference list, and vice versa.

A full reference list should be included at the end of the paper using the following convention:

***Article in journal:***

Levine, E.L., Ash, R.A. and Bennett, N. (1980). Exploratory comparative study of four job analysis methods. *Journal of Applied Psychology*, 65, pp. 524-535.

***Book:***

Neter, J., Kutner, M.H., Nachtsheim, C.J. and Wasserman, W. (1996). *Applied Linear Regression Models*. Homewood, IL: Irwin.

***Chapter in book:***

O'Reilly, C., Snyder R. and Boothe J. (1993). Effects of executive team demography on organizational change. In Humber, G. and Glick, W. (eds), *Organizational Change and Redesign: Ideas and Insights for Improving Performance*, 2<sup>nd</sup> edn. New York: Oxford University Press, pp.147-175.