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# Creativity and strategy: The development of construction professions

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## ABSTRACT

Paper guidelines:

To produce a structured abstract, please complete the following fields about your paper. There are four fields which are obligatory (Purpose, Design, Findings and Value); the other two (Research limitations/implications and Practical implications) may be omitted if they are not applicable to your paper.

Abstracts should contain no more than 200 words. Write concisely and clearly. The abstract should reflect only what appears in the original paper. Provide no more than 5 keywords.

### **Purpose of this paper**

What are the reason(s) for writing the paper or the aims of the research?

### **Design/methodology/approach**

How are the objectives achieved? Include the main method(s) used for the research. What is the approach to the topic and what is the theoretical or subject scope of the paper?

### **Findings**

What was found in the course of the work? This will refer to analysis, discussion, or results.

### **Research limitations/implications (if applicable)**

If research is reported on in the paper this section must be completed and should include suggestions for future research and any identified limitations in the research process.

**Practical implications (if applicable)**

What outcomes and implications for practice, applications and consequences are identified? Not all papers will have practical implications but most will. What changes to practice should be made as a result of this research/paper?

**What is original/value of paper.** What is new in the paper? State the value of the paper and to whom.

The heading **ABSTRACT** and the sub-heading **Keywords:** should be in 10 pt bold capitals and the keywords themselves should be in 10 pt bold upper and lower case.

**1.1 GENERAL APPEARANCE**

This text was produced using Microsoft Word according to these instructions. Please adhere as closely to these guidelines as possible. You may use either DOS-based PC or Macintosh.

Note that the manuscript will be printed the same size, that is without photo-reduction. Therefore please ensure that all text, including captions and labelling in figures, is sufficiently large as to be easily legible in the final version. The maximum paper length is 12 pages.

**1.1.1 Page Size**

The finished, or trimmed, page size for a 'Royal Octavo' format paper is 234 x 156mm. The type area is 118mm (width) x 190mm (depth).

**1.1.2 Text Formatting**

The body text is to be produced in a 10-point Arial font, preferably with a leading of 11 points. "Leading" is the distance between the bases of consecutive lines of text within a paragraph. Single-spaced text is acceptable. Unless otherwise specified, the font should appear in plain style, i.e. not bold or italic. The text area is 118mm across and 190mm deep, excluding running heads and page numbers (see section 1.2 below). Please manually adjust your page and paragraph breaks to ensure that the page length is consistent *and* that isolated lines of text do not occur.

**1.1.3 Paper Titles, Headings and Sections**

The paper title should be set in 18pt bold Arial. The paper number should be spelt out in 12pt Arial capitals.

Main headings should be set in 10pt bold capitals Arial. A blank line should be left between the main heading and the first line of the following text.

The first line of text following a main heading should not be indented; all following paragraphs should be indented. No blank lines should be left

between consecutive paragraphs. Two blank lines should be left between the end of a paragraph and the next main heading.

Secondary headings should be set in 10pt bold Arial, using an initial capital and then lower case. Whether or not the heading immediately follows a main heading, leave two blank lines above a secondary heading and one blank line below.

Tertiary headings (3rd level headings) should be 10pt italics Arial, using an initial capital and then lower case. Leave 2 blank lines above and 1 below this heading.

Do not leave any headings at the bottom of the page.

**1.2 Pagination**

The main text of your paper is paginated with Arabic numerals, with the first page of Paper 1 or the first part opening page in the Paper therefore starting as a right-hand page from 1.

It is preferred that you adhere to the usual right-hand page/left-hand page conventions: each paper should start on a right-hand page. This may necessitate blank left-hand pages if the preceding paper ends on a right-hand page. (Remember page numbers do not appear on blank pages.)

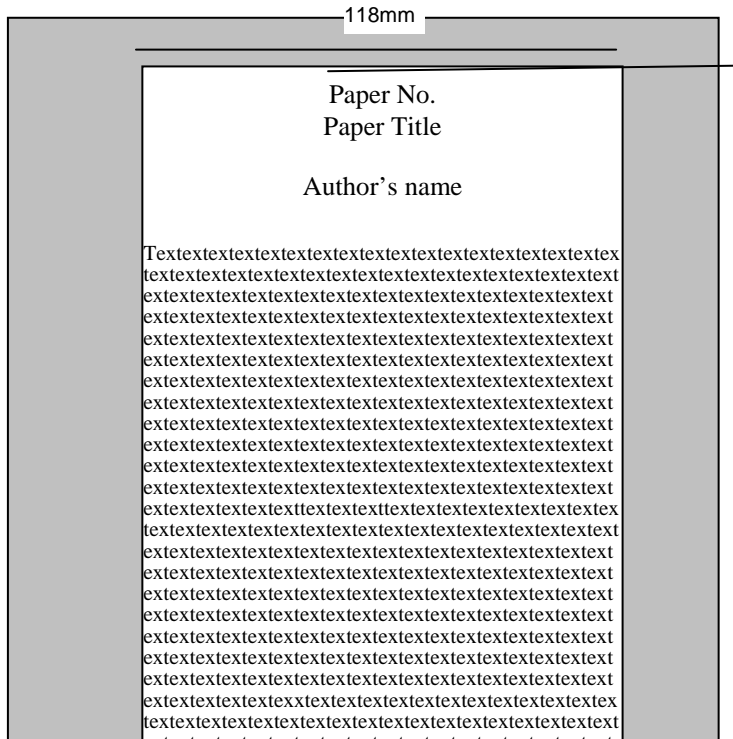
**1.2.1 Running Headlines**

Insert running headlines (referred to as ‘running heads’) and page numbers at the top of each page (except for the first page of each paper, where there is no page number). Typeset running heads in 8pt, and use the title of the conference (see top of this page for style) on the left-hand pages and the title of the paper on the right-hand pages.

Running heads (including page numbers) should be printed in italics. The running head on each left-hand page should be the title of the paper flush right, with the page number flush left. The running head on each right-hand page should be the title of the paper (please use a shortened version if the title is a long one), flush left, with the page number also in italics, flush right.

**1.2.2 Paper Opening Pages**

The paper opening page should begin with the number or title of the paper (see Figure 1.1). The paper number should be in 12 point Arial bold capitals and should be followed by a blank 12 point line.



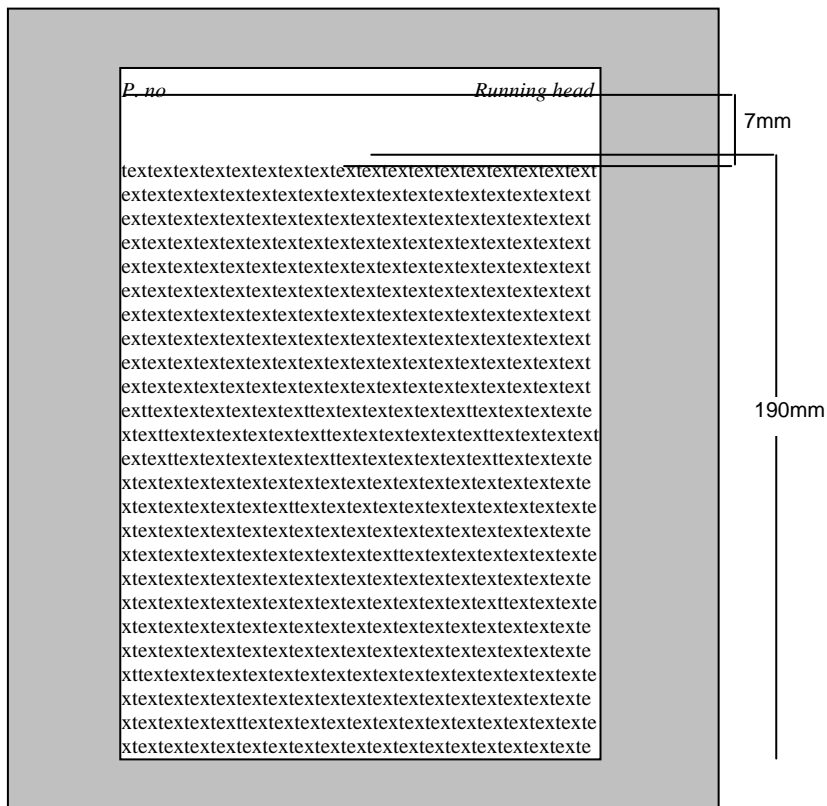
185mm

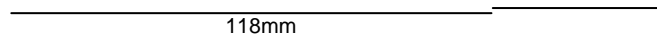
Figure 1.1 Paper Opening Page (right-hand page, not to scale)

The paper title should be in 18 point Arial bold. In a multi-authored paper the author name is included and should be in 12 point Arial and be preceded by one blank 12 point line. The text following the paper title or author name should be preceded by two blank lines (this is the default setting on main and secondary headings) and it should finish 185mm below the paper number at the top of the page and be 118mm wide. No running headlines or page numbers should appear on paper opening pages or blank pages.

1.2.3 A Full Page of Text

The first line of text should commence 7mm below the running head. The text should finish 190mm below the top of the first line of text, and be 118mm wide (see Figure 1.2).





**Figure 1.2** A Full Page of Text (left-hand page, not to scale)

### 1.3 EQUATIONS

Displayed equations should be indented 6 spaces and numbered consecutively, with the equation number flush right (i.e. right-justified) and enclosed in parentheses. Equations should be numbered sequentially with Arabic numerals within each paper and referred to in the text as Equation (X.Y), where X is the paper number and Y the equation number. In multiple-line equations, the number should be given on the last line. Please ensure that equations are numbered correctly, without repetition, and that no important equations are omitted from the numbering scheme. See Equation (1.1) as an example of correct layout and numbering.

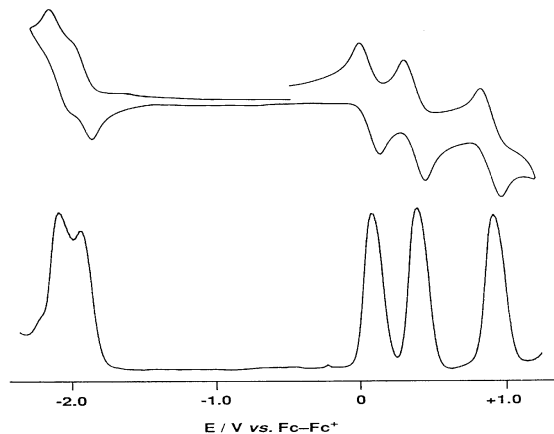
$$k_{et} = \kappa_{el} v_n \exp\left(-\frac{(\lambda + \Delta G^o)^2}{4\lambda RT}\right) \quad (1.1)$$

Equations should be typed in the same font size as the main text, with superscripts and subscripts 2–3 points smaller. Conventional symbols and SI units should be adopted and used consistently.

### 1.4 ILLUSTRATIONS AND PHOTOGRAPHS

#### 1.4.1 Illustrations

Illustrations must be clear and unfolded, and their print quality must be even and dark enough for reproduction. If you are creating line drawings by hand, they should be drawn in ink on tracing paper or white paper. Avoid heavy (bold) lettering as this will look unpleasantly dark when printed. If you are creating line drawings electronically, they should be printed out at a minimum of 600dpi (dots per inch—see notes on print quality below).



**Figure 1.3** Cyclic and square-wave voltammograms of complex 33.

Avoid shading using tints (which do not always reproduce evenly when professionally scanned at the printers) or colour (which does not reproduce well when the paper is to be printed in black and white). If shading is necessary, keep it to 10% density, or not more than 25% density, or use hatching instead to give the effect of tone. When creating line drawings, bear in mind the type area and size each illustration accordingly. Use lower case 8pt Univers (or a similar sans serif face) for labelling line drawings.

Centre illustrations on page width. Leave 5–10mm space above each line drawing, and 5mm space above its caption and 5–10mm space after its caption. Number illustrations according to paper and position, e.g. Figure 1.3 (figure three in paper one).

#### 1.4.2 Photographs

If you have access to a good quality scanner, please scan in your photographs. Colour photographs will be reproduced in black and white.

### 1.5 TABLES

Tables should be placed (centre) in the text near where they are first referenced, with captions placed above the tables and sequentially numbered with Arabic numerals and referred to in the text as Table X.Y, where X is the paper number and Y the table number. Type the captions in 8 point. Tables should be numbered sequentially, see Table 1.1. Leave about 5 mm space between the caption and table, and about 10mm space above the figure caption and below the table.

**Table 1.1** Table captions text to be formatted in 8 point Arial.

A	B	C	D Text	E Text
Tx	Tx I	Tx	-0.37	1.0
Tx	Tx	Tx	-0.42	0.2
Tx	Tx	Tx	-0.86	3.1
Tx	Tx	Tx	-0.74	2.4
Tx	Tx	Tx	-1.20	50.0
Tx	Tx	Tx	-1.20	50.0
Tx	Tx	Tx	-1.20	50.0
Tx	Tx	Tx	-2.25	710.3
Tx	Tx	Tx	-2.25	710.3
Tx	Tx	Tx	-2.25	710.3
Tx	Tx	Tx	-2.25	710.3

## 1.6 LISTS

Lists, whether set out with roman numerals (i, ii, iii, etc), arabic numerals, or bullet points, should be set out with half a line space before and after (or a single blank line) the list.

- here is
- an
- example

Lists should be used sparingly, as they can give the paper the character of a set of notes or a report, rather than a polished text.

## 1.7 FOOTNOTES

Footnotes should be avoided if possible. If used they should be typed in 8 point text at the bottom of the pages where they are cited. Use superscript lowercase Arabic numerals to index footnotes, starting with "1" in each paper.

## 1.8 REFERENCES

References should be placed at the end of the paper. Within the text, references should be cited thus: Bloggs (1984) found that...., or: It was observed (Bloggs, 1984) that.... If there are two authors, use both names linked by 'and'. For three or more names use just the first author's name followed by '*et al.*' (in italics).

Place the full reference at the end of the paper, arranged exactly as in the examples below. Start the first line of each reference at the left hand margin and indent subsequent lines by three spaces. Arrange references in alphabetical order, following the hierarchy used below. When one author has multiple references, single-author works take priority, followed by two-author works, then multi-authored works (which are listed chronologically).

Do not abbreviate journal titles; give them in full in their original language. Indent all but the first line of each reference by three spaces.

Bloggs, C., 1994, The male elephant as a domestic pet. In *Macroveterinology*, Vol.1, 2<sup>nd</sup> ed., edited by Bloggs, C. (London: University of Dagenham Press), 1271–1290.

Bloggs, C. and Triffid, D. 1988, *The Economics of Feeding Large Pachyderms*, (Paris: Treetop & Sons).

Bloggs, C., Triffid, D. and Carpel, B.G., 1979, Keeping your elephant fully nourished. In *Proceedings of the 9th Annual Conference on Animal Welfare*, London, edited by Morris, J., (London: Parrot Press), 1–13.

Bloggs, C., Triffid, D. and Carpel, B.G., 1982, A review of today's captive breeding techniques. *Journal of Animal Husbandry*, **15**, 237–245.

#### 1.10 POINTS TO NOTE

- a. Where a subheading follows a heading, the space between the two should be no more than the space which follows a heading.
- b. Please ensure that quotation marks are paired correctly, hence “good quotes” rather than ”bad quotes.”
- c. Italicised words should not be produced in a text processor's mathematical mode as this will generally result in an unusual spacing of letters.
- d. Use a hyphen (-) for compound words (e.g. “two-dimensional”), an en-dash (–) to link numbers, nouns or names (e.g. 220–240 Volts, electron–positron collisions, the Einstein–Newton–Blair paradox), and an em-dash (—) to link sentences or clauses—this is what we would regard as a “normal” dash.

#### 1.11 SUBMISSION OF PAPERS

Papers should be submitted to: [sjani@telkomsa.net](mailto:sjani@telkomsa.net) . Please take note of the deadline dates on the “Call for papers”.