



## **“Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”**

### ***Guidelines for the ISE 2012 Proceeding:***

#### ***Points to be considered by authors for full length article***

General concept – The theme of the 12th International Congress of Ethnopharmacology [ISE 2012] is “Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”. This conference is designed to give a state-of-the-art account of the dissemination about some crucial and contemporary issues on the scientific study, development and evaluation of natural products and will center on the theme of globalization of ancient systems of medicines particularly on globalizing local knowledge and localizing global technologies in the area of traditional medicine. The proceeding will be published with the full length article of the presented papers in the special lecturer, plenary, short lecture, oral and poster presentation. All the submitted article will be peer reviewed and acceptance will be informed accordingly. It will be assumed that readers know about safety, quality and promotion and development of the and also the standard techniques so any detailed description of experimental work should be given only where it is novel and relevant to evaluation.

The following paragraphs deal with particular topics which most authors will need to address.

**Names of plants:** – scientific names should be those listed by International Plants Names Index (<http://www.ipni.org/index.html>) and must include botanical authorities.

**Tables and Illustrations:** – Pictures of the plants mentioned are not required. Photographs should only be used where a case is made that they are necessary for the content of the chapter and should be black and white, unless colour is really necessary. All tables and illustrations should be numbered consequently and mentioned inside the text.

**Description of extracts:** – it is very important that the solvent used and general extraction methods employed are mentioned for extracts whose chemistry and biological activity is discussed.

**In vivo and clinical studies:** - Reports and discussion of animal or clinical studies should state the nature of extracts used as mentioned above and the test organism used. The type of clinical trial should be fully stated ( e.g. placebo-controlled, double-blind).

#### **What you should supply ?**

You should supply us with the complete text and illustrations. This should consist of the following sections:

- Title: Concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviation and formulae where possible.
- Authors and affiliation: where the family name may be ambiguous (e.g., a double name), please indicate this clearly. Present the authors’ affiliation addresses (Where the actual work was done) below the names. Indicate all affiliations with a lower-case superscript letter immediately after the author’s name and in front of the appropriate address. Provide the full postal address of each affiliation, including the country name and, if available, the e-mail address of each author.
- Abstract: A concise and factual abstract is required. The abstract should state briefly the purpose of the research, the principal results and major conclusions.

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## “Traditional Medicines and Globalization – The Future of Ancient Systems of Medicine”

- Keywords: Author can provide a maximum of 6 specific keywords after the abstract section.
- Contents list: Content should contain heading and subheading of the whole article with proper numbering in order to the whole article starting from introduction to references.
- Acknowledgements: Acknowledgements should be in a separate section at the end of the article before the references section
- Main text : Main text should contain Introduction, Materials And Method, Results And Discussion And Conclusion
- References (Reference style- see below)
- Captions for figures
- Captions for tables
- Tables
- Permissions
- Illustrations

### References Style

#### Inside the text:

1. Single author: the author's name (Without initials, unless there is ambiguity) and the year of publication.
2. Two authors: both author's names and the year of publication.
3. Three or more authors: first author's name followed by “et al.” and the year of publication. Groups of references should be listed first alphabetically, then chronologically. Example: “as demonstrated (Mukherjee, 1996a, 1996b, 1999; Mukherjee and Houghton, 1995). Houghton et al. (2000) have recently shown.....”.

#### Inside the references list:

Referencing should follow the Harvard style i.e. cited in text as (Mukherjee and Houghton, 2006) and listed alphabetically by first letter of authors' family name in the bibliography at the end of the chapter. Article should not include more than 20 references. The style of the references should be as follows:-

✓ **Research article (use ISSN abbreviations for journals)**

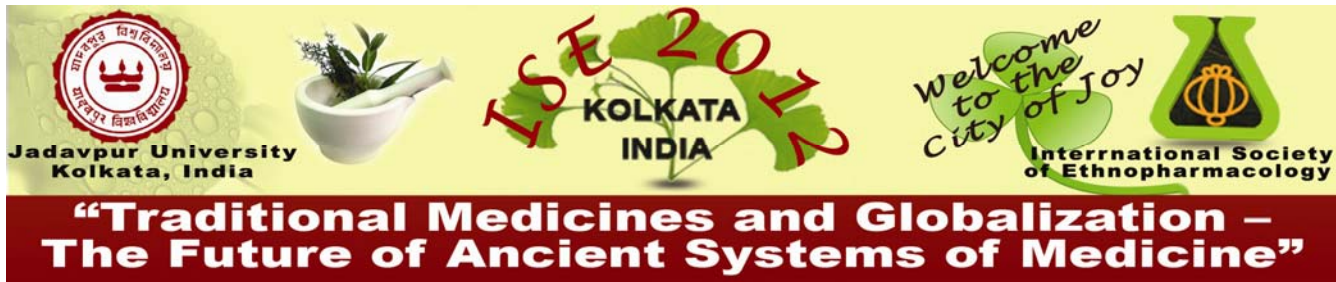
Mukherjee, P. K., Maiti, K., Mukherjee, K. and Houghton, P. J. 2006. Leads from Indian medicinal plants with hypoglycemic potential. *J. Ethnopharmacology* **106**: 1-28.

✓ **Book**

Houghton P.J. and Raman, A. *A Laboratory Manual for the Fractionation of Natural Extracts*, 1998. Chapman and Hall, London, pp. 199.

✓ **Chapter in book**

Scholten, W.K. (2003) Exploring regulations on GMP for herbal medicine. In *GMP for Botanicals – Regulatory and Quality Issues on Phytomedicines*, Eds. PK Mukherjee and R. Verpoorte. Business Horizons, New Delhi, India, pp13 - 21.



**Manuscript Style:** - Each chapter should be designed with different headings and subheadings, numbering them consecutively: using aerial **11** front all through the manuscript

**Chapter heading (11 point bold upper case)**

**Main section heading (11 point bold upper case)**

*Sub heading (11 point bold italics)*

**Sub sub heading (11 point bold regular)**

*How you should supply your manuscript:*

### **Word-Processor Files**

We can use files created in any common word-processing package. All textual components of your manuscript should be supplied in a single word-processed files, limiting each file within 5000-6000 words (not including references, printed double-spaced).

### **Formatting**

We require simple word-processed files, containing the words only. Avoid unnecessary styling and formatting. Follow these guidelines when preparing your files.

#### **DO's**

- justify the text
- use your program's normal margins
- double-space all text
- use italics for mathematical symbols, species' names, Latin terms, and journal and book titles
- number all pages consecutively

#### **DO NOT's**

- insert headers or footers
- use forced page breaks
- centre text
- tab (except at the beginning of each new paragraph or to display a quote, using one tab space only)
- use more than one space between words and between sentences
- design the pages
- use tint boxes or rules
- use the Enter or Return key at ends of lines
- use hyphens at the end of lines to break words
- apply formatting styles such as bold or italic unless essential for sense



### General

You should only use italics for mathematical symbols (*see below*), titles of publications, foreign language and species names in biology (e.g. *E. coli*). Capitalisation should be minimal – use only for proper nouns and where required in acronyms.

### Spelling

In general, use ‘-ise’ endings in preference to ‘-ize’, except in titles such as World Health Organization.

### Units

Always use SI units unless there is a good reason for not doing so. If other units are used please put the SI equivalent in parentheses or provide a conversion table. Please refer to *Units, Symbols, and Abbreviations* 5th edn (Baron D N. London: Royal Society of Medicine Press, 1994) and be consistent in your use of units.

### Chemical formulae and organic structures, Tables and Figures:

Organic structures should be drawn and submitted separately. Figures and Tables should be provided in high resolution files as separate files as well as in the main manuscript.

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