

EMAC 2015

General guidelines for submission to the conference tracks

All guidelines and criteria below apply for submissions to one of the regular conference tracks. If you plan to submit to the Film Festival, the Special Interest Group Track, or the Collaboration Group track please refer to the dedicated guidelines and instructions at the corresponding pages of the conference website.

1. All submission should be uploaded as pdf-files
2. Authors should indicate the track in which they would like to present their paper. Papers must be submitted for review in only one (1) track.
3. When you submit, make sure you have the required information for every co-author on the paper at your disposal. You will be asked to enter this information on the webpage when you submit. All authors' names will be published in conference proceedings exactly as you have indicated when you submitted your paper. No changes can be made after the submission deadline. All identifying information is entered on the webpage.
4. There should be NO AUTHOR INFORMATION on any page of the paper itself , as papers will be double BLIND reviewed. If you submit a paper that contains any information identifying you or a co-author, the paper shall be removed from the system, and you will be asked to resubmit. It will be YOUR responsibility to resubmit again.
5. Empirical papers must state the objectives of the research, the research method, major results, implications and key references. Conceptual papers are considered, but will be evaluated by strict criteria for conceptual contribution. All papers are limited to seven (7) pages (everything included: the cover / title page, references and tables and figures). Any paper exceeding the specified limit will not be included in the review process.

Formatting requirements

When you prepare your paper for submission, please make sure that you follow the formatting guidelines very carefully.

1. Papers should be

- Single spaced and left justified throughout
- Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font)
- A4 size page formatting
- 2.5cm margins at all sides (top, bottom, left, right)
- Remove any author or institutional identifying information from the 'file properties' of your document.
- **The paper is limited to SEVEN (7) PAGES, everything included: the cover / title page, references, and appendix, tables and figures.**

2. Structure of the paper

- **Page 1 (1 page)**
 - should display the title of the paper (centred, bold, and times new roman 14-point font)
 - followed by an abstract (left justified, bold and times new roman 12-point font maximum 100 words or ten lines), summarizing the main goals, findings and conclusions of your research. **DO NOT include the author(s) name(s) on the title page or in any other part of the paper.** Compliance to the line limit is required to facilitate standardisation of the publication of the abstract in the conference program and proceedings book
 - The next two lines should contain
 - the **keywords** (left justified, regular, italic and times new roman 12-point font), and
 - the **track** your paper is intended for (left justified, regular, italic and times new roman 12-point font).

- **Main body of the paper**
 - should start on **page 2**, including tables, figures, footnotes and technical details if required (such as mathematical proof or development).
 - At the start of each **new paragraph or section** you should indent the first line.
 - **Headings and sub-headings**
 - **Major headings (1. Major Heading)**
Should be numbered sequentially, left justified and bolded. The first letter of each major word should be capitalised and all of the other words should be in lower case. One single space line should precede and one single space should follow a major heading
 - **Sub-headings (1.1 Sub-heading)**
Should be numbered according to the main heading, left justified, regular and in italics. One space line should precede a sub-heading. Only the first letter of the first word should be capitalised.
 - **Sub sub-headings (1.1.1 Sub sub-heading)**
You should avoid the use of sub sub-headings unless absolutely necessary. If you use sub sub-headings they should be numbered according to the main heading, left indented, regular and in italics. No empty space lines should precede or follow a sub sub-heading. Only the first letter of the first word should be capitalised.
 - **Figures and tables.** Should be integrated within the text as close as possible to where they are first cited.
 - **Footnotes** You should avoid the use of footnotes unless absolutely necessary. If used, footnotes should be numbered consecutively throughout the text with superscript Arabic numerals.
 - **Formulae.** Displayed formulae should be numbered consecutively throughout the paper as (1), (2), etc., against the right hand margin of the page.

- **References.**

- For full details see the [author guidelines of the International Journal of Research in Marketing](#).
- **References to publications in the text** should follow APA style. They should include the author name(s) and year of publication.
 - **For publications by one author.** *Either:* (a) as Makovec-Brenčič (2015) reported or (b) This problem has been previously studied (Makovec-Brenčič, 2015).
 - **For publications by two authors:** *Either:* (a) as Makovec-Brenčič and Wagner (2015) reported or (b) This problem has been studied previously (Makovec-Brenčič & Wagner, 2015).
 - **For publications by three to five authors:** For the first instance the reference is mentioned, use *either:* (a) as Makovec- Brenčič, Wagner, Wong, and Avlonitis (1999) reported or (b) This problem has been studied previously (Makovec-Brenčič, Wagner, Wong, and Avlonitis, 1999). For later referrals to the same source, use Makovec- Brenčič et al. (1999).
 - **For publications by more than five authors:** *Either:* (a) as Makovec-Brenčič et al. (1999) reported or (b) This problem has been studied previously (Makovec-Brenčič et al., 1999).
- **Bibliographic references** should follow the APA-style of referencing. For details and special cases, we refer to the [IJRM style sheet](#) and the APA style handbook. Below are examples for the most common cases.
 - **Reference to an article in a journal:**
Biemans, W.G., Makovec-Brenčič, M., & Mahlse, A. (2010). Marketing-sales interface configurations in B2B firms. *Industrial Marketing Management*, 39 , 183-194.
 - **Reference to an article in a periodical or newspaper:**
Avlonitis, G. (2013, May). Issues in undertaking research in emerging markets – The BIGMAC theme in the 2012 ANZMAC Conference, *EMAC Chronicle*, 13, 21-22.
 - **References to an article in a language other than English:**
Ebster, C., & Wagner, U. (2009). Geheime Verführer: der Einfluss von Kindern auf Spontankäufe im Supermarkt [Hidden persuaders: the influence of children on impulse purchases in the supermarket]. *Planung und Analyse*, 37, 2-4. (in German).

- **Reference to a book:**
Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2008). *Principles of marketing: 5th European edition* London: Pearson.

- **A chapter in an edited book:**
Wagner, U., & Reisinger, H. (2005). The option of no-purchase in the empirical description of brand-choice behavior. In D. Baier, R. Decker, & L. Schmidt-Thieme (eds.), *Data analysis and decision support* (pp. 323-334). Berlin, Springer-Verlag.

- **An article in a proceedings book**
Piha, L., & Avlonitis G. (2012). External brand orientation: scale development and validation. In P. Rita (ed.), *Proceedings of the 41st Annual conference of the European Marketing Academy* (p. 188). Brussels, EMAC.

- **Reference to a website**
Narins, Elizabeth. (October 2012). Will Going Vegan Turn You Into a Jerk? Retrieved from <http://blog.womenshealthmag.com/thisjustin/will-going-vegetarian-make-you-mean>. (Last accessed: April 11, 2014).