**Title   
(Times New Roman 14, Bold, Centered)**

**Abstract:**

100 words abstract (or ten lines), single spaced and left justified throughout, Times New Roman 12-point font.

*Keywords (left justified, regular, italic and times new roman 12-point font): xxx, xxx, xxx*

**1. Introduction of Paper**

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* 1. *Sub-heading of my paper*

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Figure 1. Description of my Figure 1



Table 1. Description of my Table 1

This is my formula 1 (1)

**References**.

Should be sorted alphabetically by (first) author, and allow the APA-style of referencing. For details and special cases, we refer to the [IJRM style sheet](http://www.elsevier.com/wps/find/journaldescription.cws_home/505550/authorinstructions) 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 or blog**  
      Evans, A. (June 11, 2012). *99 Amazing things to do in Norway*. Retrieved from http://digitalnomad.nationalgeographic.com/2012/06/11/99-things-to-do-in-norway/. (Last accessed: August 14, 2018).

1. [↑](#footnote-ref-1)