

# EMAC REGIONAL 2020 AUTHOR GUIDELINES

**Before uploading your submission, please read carefully and adhere strictly to the GUIDELINES!**

**Papers NOT adhering to guidelines will be deleted from the system.**



# CONFERENCE THEME

## CHALLENGING THE STATUS QUO IN MARKETING RESEARCH

In the advent of new technologies that have (re)shaped our world in the past several decades, doing marketing research has become more exciting, but also more challenging than ever.

Today, there is no area of marketing that has not been affected by technology; from the evolving landscape of martech; the role of technology in mapping the consumer journey and the consumer decision-making process; the rise of multi-sided platforms and omnichannel marketing; big data and prescriptive analytics; artificial intelligence, virtual and augmented reality to strategic and ethical implications and challenges such developments bring.

As technological advances call for more interdisciplinarity and collaboration in marketing research, we invite papers that challenge the status quo in marketing research in the transitional markets of the New Europe.

This includes papers on a wide variety of topics such as: marketing management, brand management, strategic marketing, buying behavior, digital and interactive marketing, B-2-B marketing, ethics and corporate social responsibility.

# PAPER SUBMISSION

The 2020 EMAC Regional Conference invites electronic submissions of papers, which should be in PDF format no later than **29 April, 2020 at Midnight (CET)**.

## Submission rules

- Authors may submit more than one paper, but **only one can be accepted with you as first author**. This EMAC policy implies that an author can submit and present only one paper as a first author.
- For multiple submissions:
  - Submit one paper with you as a first author.
  - The other paper(s) should be submitted with you as named second/third etc., co author.
- Acceptance of a paper implies that **at least one of the authors must attend the conference and present the paper**.
- Please make sure to mention your co-authors names on submission.
- Co-authors' names will be published in the program and conference proceedings exactly as you have indicated when you submitted your paper.
- **No changes can be made after the submission deadline.**

# PAPER SUBMISSION

## Format & Process

- **No author information** on any page of the paper, as papers will be double BLIND reviewed. Remove any author or institutional identifying information from the properties file on your computer.
- All papers are **limited to ten (10) pages**, including:
  - the cover / title page,
  - main body of the paper,
  - tables and figures,
  - references,
  - appendix.
- The first (1) page should include only the title, abstract (maximum of 100 words or 10 lines) and keywords. **Any paper exceeding the specified limit will not be included in the review process.**
- Papers must show a clear indication of the purpose of the research, research method, major results, implications and key references.
- Papers will be evaluated through a double blind review process and authors will be notified of acceptance/rejection by mid-June 2020.

**The decision of the conference chair is final. The paper submitted is the final paper. No revised version will be accepted.**

# PAPER SUBMISSION

## Paper formatting

Papers should be:

- Single spaced throughout
- Times New Roman 12-point font (except for title which should be Times New Roman 14-point font)
- A4 size page formatting
- 2.5cm margins on all sides

Content order for the paper:

- Title page (1 page):
  1. Title
  2. Abstract (100 words or ten (10) lines maximum) summarizing the main aim(s) findings and conclusions of your research.
  3. Keywords (maximum 3)
- Main body of the paper (pages 2-9):

Body of the paper including tables, figures, footnotes and technical details if required such as mathematical proof or development.
- List of references (page 10)

**The paper is limited to 10 PAGES** (everything included: the cover / title page, references, and appendix, tables and figures).

# PAPER SUBMISSION

## Paper formatting

### 1. Title Page

- **Title** (centered, bold and Times New Roman 14-point font)
- **Abstract** (left justified, bold and Times New Roman 12-point font maximum 100 words and ten lines)  
Compliance to the line limit is required to facilitate standardization of the publication of the abstract proceedings book. (At the start of each new paragraph or section you should indent the first line as in the example given here).
- **Keywords:** (left justified, regular, italic and Times New Roman 12-point font)

### 2. Main body of the paper

#### Headings and sub-headings

##### 1. Major Headings

Should be **numbered sequentially, left justified and bolded**. The first letter of each major word should be capitalized and all of the other words should be in lower case. Two single space lines should precede and one single space should follow a major heading.

##### 1.1 Sub-headings

Should be numbered according to the main heading, left justified, regular and in italics. One space line should precede and follow a sub-heading. Only the first letter of the first word should be capitalized.

##### 1.1.1 Sub sub-heading

You should **avoid the use of sub sub-headings unless absolutely necessary**. If you use sub subheadings they should be numbered according to the main heading, left indented, regular and in italics. One space line should precede and follow a sub sub-heading. Only the first letter of the first word should be capitalized.

# PAPER SUBMISSION

## Paper formatting

### Figures and tables

- Should be integrated within the text as soon as possible after they have been cited.

### Footnotes

- At the bottom of the page should be kept to a minimum and 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.

# PAPER SUBMISSION

## Paper formatting

### 3. References

o For full details see the author [guidelines of the International Journal of Research in Marketing](#).

o 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) Only one prior study has addressed this issue (Makovec-Brenčič, 2015).
- For publications by **two authors**: Either:
  - (a) as Makovec-Brenčič and Wagner (2015) reported or
  - (b) Only one prior study has addressed this issue (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) Only one prior study has addressed this issue (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) Only one prior study has addressed this issue (Makovec-Brenčič et al., 1999).



# PAPER SUBMISSION

## Paper formatting

### 3. References

o Bibliographic references: should be sorted **alphabetically by (first) author, and 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:**

Mettam, G. R., & Adams, L. B. (2009). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281-304). New York: E-Publishing Inc.

- **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 7th EMAC Regional Conference of the European Marketing Academy* (p. 188). Brussels, EMAC.