

EMAC 2024

15th REGIONAL CONFERENCE



EMAC 2024 Regional Conference
September 25-27, 2024
Lisbon, Portugal

Submission 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.

1. 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 programme and conference proceedings exactly as you have indicated when you submitted your paper. **No changes can be made after the submission deadline.**

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 the word document before converting it into PDF.**
- All papers are limited to **10 pages** (everything included: the cover / title page, references, and appendix. tables and figures).
- 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 in June 2024.

The decisions of the conference chair(s) are final. The paper submitted is the final paper. No revised version is accepted.

2. Paper Format

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:

• Page 1 (1 page):

1. Title

2. Abstract (100 words or ten lines maximum) summarizing the main aim(s) findings and conclusions of your research.

3. Keywords (maximum 3)

- **Page 2:** Body of the paper including tables, figures, footnotes and technical details if required such as mathematical proof or development.
- References.

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

a) Page 1 - Title Page

* **Title (centred, 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 standardisation 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)

b) 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 capitalised 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 capitalised.

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 capitalised.

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.

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) Only one prior study has addressed this issue (MakovecBrenčič, 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).

○ *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.

4 ♣

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 7th EMAC Regional 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-thingsto-do-in-norway/>. (Last accessed: August 14, 2015).