

**COMPETITIVE PAPER SUBMISSION AND PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE – AUTHOR GUIDELINES**

**Key/Legend**

<b>X</b>	= Not Allowed/Applicable
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	<b>Abstract (1-page)</b>	<b>Structured Abstract</b>	<b>Full Paper</b>
1. Submission to conference review process	NOT appropriate for competitive paper review.	ALLOWED	ALLOWED
2. File Format for review submission	<b>X</b>	PDF	PDF
3. File format should paper be accepted for publication in proceedings	MS Word (.doc or .docx) <a href="#">EXAMPLE PROCEEDINGS ABSTRACT</a>	<b>X</b>	MS Word (.doc or .docx)
4. Length	One (1) 8 ½” x 11” page, single-spaced OR 400 words in total (whichever is less)	Four (4) 8 ½” x 11” pages, single-spaced OR 2,500 words in total	Twelve (12) 8 ½” X 11” pages, single-spaced OR 7,000 words in total (whichever is less) This limit includes all text elements (author credentials, images, tables, figures, references)
5. Spacing	Single spaced		
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7. Indenting	Do not indent the first line		
8. Font	12 Point Times New Roman		
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11.1A. First Page – Review Submission ONLY	<b>X</b> 1 page abstract is not allowed to be submitted for review.	Top: Full Title (centered, each word with an uppercase letter, bold)  <i>Blank line</i> First Heading – INTRODUCTION (centered, all caps, bold)  <a href="#">CLICK HERE FOR AN EXAMPLE REVIEW SUBMISSION STRUCTURED ABSTRACT</a>	Top: Full Title (centered, each word with an uppercase letter, bold)  <i>Blank line</i> Heading – ABSTRACT (centered, all caps, bold)  <i>Blank Line</i> The Abstract paragraph (no more than 200 words, full justification)  <i>Blank Line</i> Keywords (minimum of four [4], maximum of ten [10], no more than two [2] compound words each keyword, start each keyword with an uppercase letter)

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<p>11.2B. First Page – Proceeding Publication Submission ONLY</p>	<p>Top: Full Title (centered, each word with an uppercase letter, bold) The title MUST include the word “Abstract”</p> <p>(E.g. <b>Paper Title: An Abstract</b>) The denotation of an abstract may appear before or after the title.</p> <p><i>Blank line</i></p> <p>Author(s) Name, Affiliation, City, Country, Email Address (Center-justified, one author per line, no blank line between authors). Indicate the corresponding author with an asterisk.</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The Abstract paragraph (full justification, separate by one line</p> <p>Acknowledgements and funding should appear as a footnote behind authors’ names.</p>	<p style="text-align: center;"><b>X</b></p> <p>Structured abstract is not allowed for a proceeding publication submission. Structured abstracts cannot be printed in the proceedings.</p>	<p>Top: Full Title (centered, each word with an uppercase letter, bold)</p> <p><i>Blank line</i></p> <p>Author(s) Name, Affiliation, City, Country, Email Address (Center-justified, one author per line, no blank line between authors) Indicate corresponding author with an asterisk.</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The Abstract paragraph (no more than 200 words, full justification)</p> <p><i>Blank Line</i></p> <p>Keywords (minimum of four [4], maximum of ten [10], no more than two [2] compound words each keyword, start each keyword with an uppercase letter)</p> <p>Acknowledgements and funding should appear as a footnote behind authors’ names.</p>
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