

EMCB 2022 Conference:
“Marketing in Emerging Markets in the New Normal”

Guidelines for Authors

Please adhere to the guidelines presented below when writing and submitting your work to EMCB 2022. Due to organizational and time constraints, we are unable to accept and evaluate abstracts/papers that do not follow the guidelines provided.

The EMCB 2022 Conference, which will be held 30-31 May 2022 in Ljubljana, Slovenia, welcomes submissions of **extended abstracts** (500 to 750 words excluding references) and **full papers** (up to 7500 words in total). The submissions are expected to be received in **Word (.doc)** document form **no later than 1 March 2022 (by 23:59 CET time)**.

General submission rules

- Each author is welcome to **present up to 2 submissions** at EMCB 2022 conference. Any additional submission by the author will require registration and presentation by co-author(s).
- **At least one of the authors must register** for the conference if the submission is to be included in the final conference schedule and conference proceedings.
- Authors have **three publishing options for the EMCB Proceedings**:
 - **Option 1:** Publish the full paper in the EMCB Proceedings. Authors choosing Option 1 must submit the full (up to 7500 words) paper for review. When publishing a full paper in our proceedings, please bear in mind that this can mean that you might not be able to subsequently submit your paper to certain journals that do not publish papers that have been published in proceedings. We ask that all authors operate in an entirely ethical manner and follow the guidelines and policies of the journals they submit to.
 - **Option 2:** Publish an extended (500 to 750 words) abstract in the EMCB Proceedings. Authors choosing Option 2 must submit a 500 to 750-word abstract only. If accepted, only the extended abstract will be published in the EMCB Proceedings. Authors may submit their paper elsewhere for publication.
 - **Option 3:** Publish an extended (500 to 750 words) abstract in the EMCB Proceedings, but have the full paper reviewed (in case when you want to compete for the best paper award). Authors choosing Option 3 must submit a 500 to 750-word abstract, and a full (up to 7500 words) paper for review, both by January 15. If accepted, only the extended abstract will be published in the EMCB Proceedings. Authors may submit their paper elsewhere for publication.

- Submission should be strictly in accordance with the provided author guidelines (please see below).
- Submissions are required to be an **original work** that has not been previously published or accepted for publishing in a journal or conference proceedings, nor presented at another conference. Works that are under consideration for publication or presentation elsewhere are also not acceptable. EMCB reserves the right to check the submission with the anti-plagiarism software.
- Co-authors' names order is final once the submission is made, and it will be published in the program and conference proceedings exactly as indicated at the time of submission. No adjustments or changes can be accommodated after the submission deadline.
- Submissions open on 15 November 2021. The deadline for submission is **1 March 2022 23:59 CET**. Submitted works will undergo blind review by expert reviewers. Notification of acceptance will be done by 31 March 2022. The decision of the track chair is final. The **paper submitted is the final paper** and no revised version is required.

Submission process

Please submit **two files**:

- (1) **Cover page** including the title of extended abstract/paper, author(s) name(s), institution's name(s), institution's address(es), corresponding author(s) and their e-mail address(es)
- (2) **Extended abstract/paper** including title and your submitted text prepared along the published guidelines. This second document must not contain author(s) names or any details that would inhibit blind review process. Remove any author or institutional identifying information from the properties file on your computer.
- Please submit your work via form available [here](#) (or by using link <http://bit.do/emcb2022>) by **1 March 2022 (23:59 CET time)**
- Submitted work is expected to be received in **Word (.doc) form**.

Document format

- EMCB2022 Conference accepts **extended abstracts** (500 – 750 words, references not included in the word count) and **full papers** (up to 7,500 words including abstract, body of the paper with tables and figures, and references)
- **Extended abstracts** should consist of (1) submission title, (2) 3-5 keywords, (3) the main text that includes specification of purpose of study, research methodology, results, key contributions and implications, and (4) the key references.
- **Full papers** should consist of (1) submission title, (2) paper abstract (maximum of 100 words), (3) 3-5 keywords, (4) the main text that includes specification of purpose of study,

research methodology, results, key contributions and implications, tables and figures (if applicable), and **(5)** the references.

- While tables and figures are welcome on your presentation slides and full paper submissions, please aim to exclude them if you are submitting an extended abstract due to the wording limitation.
- Please exclude any details that would hinder author anonymity and blind review process.
- **Technical details:**
 - Extended abstracts/full papers should be single spaced throughout
 - Font: Times New Roman, size 12 (14 for the main title)
 - Referencing style: APA (for details please turn to the last pages of the document)
 - A4 size page formatting
 - 2,5 cm (1 inch) margins on all sides
- **Full paper technical guidelines:**
 - **Page 1:**
 - Title (font Times New Roman, size 14, centered, bold)
 - Abstract – 100 words maximum (font Times New Roman, size 12, justified), summarizing the main findings and conclusions of your paper
 - Keywords – 3-5 keywords that are best describing your research area (font Times New Roman, italic, size 12, justified)
 - **Page 2 and onwards – the main body of the paper:**
 - Body of the paper including tables and figures (font Times New Roman, size 12, justified)
 - Major headings (font Times New Roman, size 12, numbered sequentially, justified, bolded)
 - Please allow for 6pt space before and after each major heading
 - Subheadings (font Times New Roman, size 12, numbered according to the major heading (eg. 1.1, 1.2,...), justified, italic)
 - Please allow for 6pt space before and after each subheading
 - Tables and figures (integrated in the text). Table and figure content (where applicable) and titles should be Times New Roman, size 10, centered.
 - Footnotes (should be kept to a minimum, and numbered in text with Arabic numbers)
 - **References**
 - References in text and bibliographic references listed at the end of the document should both follow **APA style**
 - **References in text** ^[1]
 - References in text should include author name(s) and year of publication
 - Publications by one author: Either (1) as already shown by Malhotra (1981) or (2) This issue has been addressed in only one prior study (Malhotra, 1981).
 - Publications by two authors: Either (1) as already shown by Bodlaj and Čater (2019) or (2) This issue has been addressed in only one prior study (Bodlaj & Čater, 2019).
 - Publications by three to five authors: *First mention* should include all authors (either (1) as already shown by Marinov, Marinova, Manrai and Manrai (2002)

or (2) This issue has been addressed in only one prior study (Marinov, Marinova, Manrai & Manrai, 2002). For *every following mention* use et al. (eg. Marinov et al., 2002).

- Publications by more than five authors: Either (1) as already shown by Bocconcelli et al. (2016) or (2) This issue has been addressed in only one prior study Bocconcelli et al. (2016).
- **Bibliographic references**
 - Alphabetically ordered references
 - APA style
 - Below are examples of the most common cases. For more specific ones, please refer to APA style guidebook.
 - Journal article reference: Malhotra, N. K. (1988). Self concept and product choice: An integrated perspective. *Journal of Economic Psychology*, 9(1), 1-28.
 - Periodical or newspaper article: Mayer, D.R., & Harrison, N. (2019, August 13). As customers begin to shop through voice assistants, what can brands do to stand out? *Harvard Business Review*, Retrieved from <https://hbr.org/>
 - Articles in languages other than English: Langer, A., Eisend, M., & Kuß, A. (2008). Zu viel des Guten? Zum Einfluss der Anzahl von Ökolabels auf die Konsumentenverwirrtheit [Too much of the good? On the influence of the number of ecolabels on consumer confusion]. *Marketing ZFP*, 30(1), 19-28. (in German)
 - Book: Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2008). *Principles of marketing: 5th European edition*. London: Pearson.
 - Chapter in an edited book: Gross, S. R., Holtz, R., & Miller, N. (1995). Attitude certainty. In R.E. Petty & J.A. Krosnick (Eds.) *Attitude strength: Antecedents and consequences* (pp. 215-245). New York: Psychology Press.
 - Articles from proceedings: Mitchell, V. W., Walsh, G., & Yamin, M. (2005). Towards a conceptual model of consumer confusion. In G. Menon & A.R. Rao (eds.), *ACR North American Advances* (pp.143-150). Duluth, MN: Association for Consumer Research.
 - Website or blog: Jarvis, J. (December 8, 2016). *Real ads, fake news, real confusion*. Retrieved July 26, 2019 from <https://medium.com/whither-news/real-ads-fake-news-real-confusion-18f97b230ef9>

^[1] Surnames and names used in the examples for references in text and bibliographic references are examples to show the way in which referring should be done.