

COMPETITIVE PAPER SUBMISSION OF THE ACADEMY OF MARKETING SCIENCE – AUTHOR GUIDELINES

Key/Legend

	= Applies to Structured Abstract Version
	= Applies to Full Paper Version
	= Applies to both Versions

	Structured Abstract	Full Paper
1. File format	PDF	PDF
2. Length	Four (4) 8 ½” x 11” pages This limit includes all text elements.	Twelve (12) 8 ½” X 11” pages, This limit includes all text elements (author credentials, images, tables, figures, references)
3.1 Font	12 Point Times New Roman	
3.2 Justification	Full Justification	
3.3 Margins	1” Margins	
3.4 Indenting	Do not indent the first line	
3.5 Spacing	Single spaced	
3.6 Paragraph	Separate paragraphs by one blank line (Please, do not use special spacing between paragraphs)	
3.7 Page Numbers	Plain page numbers on the bottom of the page (middle of the document).	
4. Copyright release form	Required for publication in proceedings. You are not required to submit a copyright release form during the initial submission process.	
5. Where to submit	All submissions must go through the AMS online submission system	
6. Formatting		
6.1 First Page	<p>Top: Full Title (centered, each word with an uppercase letter, bold). The title MUST include the words STRUCTURED ABSTRACT (eg. Marketing at the Confluence between Entertainment and Analytics: Structured Abstract). The denotation of a structured abstract may appear before or after the title.</p> <p><i>Blank line</i></p> <p>Heading – INTRODUCTION (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The introduction paragraph (full justification)</p> <p><i>Blank Line</i></p> <p>Acknowledgments and funding should appear as a footnote behind authors' names.</p> <p>EXAMPLE SUBMISSION STRUCTURED ABSTRACT</p>	<p>Top: Full Title (centered, each word with an uppercase letter, bold)</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 starts with an uppercase letter)</p> <p>Acknowledgments and funding should appear as a footnote behind authors' names.</p>

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<p>6.2 Body of Text</p>	<p>Additional sections should follow the INTRODUCTION using appropriate major headings (BACKGROUND, METHODOLOGY, RESULTS AND DISCUSSION, CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE) (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left- justified, bold, first letter of each major word capitalized, with a space above and below the heading.</p>	<p>First heading of body should be INTRODUCTION (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left-justified, bold, no italics, each word with uppercase letter, first letter of each major word capitalized, with a space above and below the heading.</p>
<p>6.3 Tables and Figures</p>	<p>One (1) table, figure or exhibit can be included with structured abstracts.</p>	<p>Tables and figure may be included in the text or at the end of the paper.</p> <p>Do not include any reference in body of text where tables and figures should be inserted (e.g., “insert Table 1 here”).</p> <p>Number tables and figures consecutively and ensure that all tables and figures are cited in the text in sequential order.</p> <p>Use the table function to create and format tables. Do not use the space bar or multiple tabs to separate columns and do not use Excel to create tables.</p> <p>Include captions at the end of each table or figure.</p> <p>Add a reference citation to the table source at the end of the caption, if necessary. If the figure is reproduced from a previous publication, include the source as the last item in the caption.</p>
<p>6.4 References</p>	<p>If applicable, include the heading “References Available Upon Request” (left-justified, each word with an uppercase letter, no punctuation, not bold).</p>	<p>A list of references is required at the end of the paper.</p> <p>“References Available Upon Request” or similar phrases are not acceptable for full papers.</p> <p>Include the heading References(left-justified, bold)</p> <p>Use Journal of the Academy of Marketing Science referencing style throughout the paper (please see examples in the attached template).</p> <p>For all references, use full justification; single space; do not indent; and leave a blank line between individual references</p>
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