



International Marketing Trends Conference

PAPER SUBMISSION RULES

The full papers must be submitted via the conference website www.marketing-trends-congress.com

The full papers are expected to be **approx. 20,000-30,000 signs (10-15 pages)** long all included (i.e. cover/title page, references, appendix, tables, figures). They can be written in the following languages: **English, Arabic, Chinese, French, German, Greek, Italian, Portuguese, Russian, Spanish and Turkish.**

In case you are contributing to more than one paper at the conference, please keep in mind that **you cannot be the first author of more than one publication** and should therefore appear as co-author of the other paper. Also note that you will not be allowed to be first author and/or co-author of more than 2 papers.

Format rules:

- Single spaced throughout
- Times New Roman 12
- A4 page formatting
- Justified
- 2.5cm margins on all sides

Presentation rules:

- Manuscript file in Word (.doc or .docx)
- For the **reviewing version: NO personal or professional information**
- The first page of the **reviewing version** should be a title page including the title of your manuscript in English and (optional) in paper language
- Immediately after the title, *abstract in English and (optional) in your paper language and key words in English and (optional) in paper language* (max 5)
- For the **final paper (after reviewing process and paper acceptance ONLY): name of authors and co-authors on the front page** - University address - Present position - Telephone number and e-mail address and any *acknowledgment or technical assistance* on the front page
- Use of academic format for formulas, figures and tables

Paper structure:

- In the final version ONLY (not in the reviewing version), on the front page: name of authors and co-authors - University address - Present position - Telephone number and e-mail address – Acknowledgment and/or technical assistance
- Abstract
- Key Words
- Introduction and Objectives
- Research Question
- Conceptual Framework / Literature Review /Research Model
- Method
- Findings
- Discussion
- Conclusion
- Limitations
- Further Research
- Managerial Implications
- Bibliography at the end of the paper (use academic format for references)
- Appendixes after the Bibliography