

PAPER SUBMISSION GUIDELINES

PLEASE CAREFULLY READ THESE GUIDELINES BEFORE SUBMITTING YOUR PAPER

- **Paper Submission Rules :**

- **Format:** Word document (.doc or .docx) / Maximum 5 pages (or 20,000 characters), excluding front page, graphs, tables and references / A4 page formatting / 2.5 cm margins on all sides / Single spaced / Times New Roman 12 / Justified.
- **Official languages :** English, French, German, Italian, Portuguese, Spanish.
- **Anonymity :** For the submitted version, NO AUTHOR personal or professional information.
- **First page** must contain the title, the abstract and the key words (maximum 5), in English and (optional) in the paper language.
- **Track choice:** When submitting your paper, make sure you suggest at least 2 possible tracks for presentation. To keep a balanced number of papers per track, we reserve ourselves the right to allocate your paper to a different track.
- **Deadline:** www.marketing-trends-congress.com.

- **Double-blind peer-reviewing process :**

- All papers are evaluated through a blind double peer-reviewing process thanks to the contribution of a Reviewing Committee of over 400 academic reviewers. The evaluation integrates several criteria focusing of the quality, originality and implications of the research.
- Comments made by reviewers will be forwarded to the authors.
- The final acceptance decision is made by the IMTC Scientific Committee on the basis of the recommendations of the Track Chairs and the scientific orientations of the conference.
- Should some papers be an early stage of research, the authors maybe invited to present them at a work-in-progress session allowing a short presentation and discussion.
- Papers that are not accepted for oral presentation can be invited to be presented as posters.

- **Accepted Papers Rules :**

- **Name and Affiliation:** Accepted papers will be asked to add on the front page the authors' names, affiliation, present position, and e-mail addresses.
- **Attendance:** If the paper is accepted, at least one of the authors commits to attending the conference and presenting their research.
- **Paper publication:** Authors can choose between publishing a full version or only an abstract of their paper. To be published in full, final versions could be invited to include improvements to the original version. These modifications are compulsory for papers that are accepted with major changes, otherwise only the abstract will be published. In absence of any information regarding your publication choice, only the abstract will be published.


POSTER PUBLICATION RULES

Authors are also allowed to submit posters. The posters must be submitted via the conference website www.marketing-trends-congress.com. The posters will be assessed for both content and visual impact.

- **Poster Format rules:**

- **Font:** Arial
- **Title:** Should be in bold, at least 36 points / Authors' names, affiliations and e-mail addresses should be included.
- **Text:** At least 24 points / Should be easily readable from a distance of 1 to 2 metres.
- **Headings:** 30 points or more (25% larger than text). Bold or other colours may be used.
- **Visual impact:** The amount of text should be kept to a minimum, and each block of text should include no more than a few sentences. Illustrations (tables, graphs and colors) are important.
- **A4 Format:** The posters should also be readable in A4 format in order to be included in the conference proceedings.
- **Printing and Size:** The participants should print their posters themselves and bring them to the conference for display. The posters should be A1 (59,4cm x 84,1 cm) format and printed on a single side.

- **Poster Template:** A template for the poster is provided below:

	International Marketing Trends Conference	POSTER SESSION
Title of research project		
Description of research project		
Name of author(s) and contact information		