



International Marketing Trends Conference

POST-DOC PAPER SUBMISSION RULES

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

When submitting their paper, the authors should clearly indicate that they would like their manuscript to be considered for the POST-DOC FORUM.

The papers of the **Post-Doc Forum research workshops** must be written in **English only** and are expected to be **5 to 10 pages Short Papers** (5,000 to 10,000 (max.) characters spaces not included).

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, followed by an abstract of 100 words or ten lines maximum and key words (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): 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
- Title – Abstract – Key Words
- Content: 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

Selection Criteria

The selection criteria will focus on papers dealing with groundbreaking ideas that have the potential to represent a major paradigm change for the marketing discipline. All types of research approaches are welcomed, including methodological, conceptual and managerial contributions. The papers will be evaluated through a double blind review process.

Paper presentation

During the Post-Doc Forum, each participant will have **10 minutes to introduce** his/her work (15 slides max.) in English and **10 minutes for the discussion**.