

**GUIDELINES FOR EXTENDED ABSTARCT
(INTERNATIONAL MARKETING CONFERENCE)**

Please note that the title of your paper (which will be limited to nine words), and the author details will automatically populate based on the information you provide during submission, so there is no need for that here.

Short Abstract:

A short abstract of 200 words should be provided here. This short abstract should be able to clearly and concisely communicate the key value of your paper. It should address the importance of this research, the method utilised, key results and implications for theory and practice.

Please copy and paste it into the abstract platform

Keywords: Up to three keywords can be provided.

Please copy and paste it into the abstract platform in a separate field.

Paper Submission

Your paper submission can either be an abstract of two A4 pages/up to 1000 words OR an extended abstract up to a maximum of four A4 pages or 3000 words.

Introduction and Research Aim

In this section you should identify the context for the research; the main research question(s), and address the ‘so what’ question or importance of the research as per the theme of the conference.

A single blank line should be left between paragraphs. All text should be in Times New Roman, 12pt font using the justified alignment. Page margins must be kept at 2.5cm.

The aim of this study is:

To

We address research questions in line with this aim:

RQ1:...

RQ2: ...

Background and/or Conceptual Model

In this section you should address the conceptual and/or theoretical foundations for the research.

Methodology

In this section you should succinctly address the research design, the rigour of the data collection process and the quality of the data.

Results and/or Discussion and Contributions

In this section you should succinctly address the key findings so that the ‘so what’ question can be answered and easily determined by reviewers.

Implications for Theory and Practice

In this section you should address the ‘so what’ theme of this conference. Succinctly state how your research influences key stakeholders and adds value to society, and what the implications are for members of the academy and other researchers.

In total your submission should be no more than four A4 pages. The first page should contain the short abstract (150 words) and up to three keywords; pages two and three should contain your 2-page paper; and page four should include your reference list.

References – Maximum one A4 page

References should be entered into a separate field and must follow the APA referencing style

<https://apastyle.apa.org/style-grammar-guidelines/references/examples>