**Guidelines for Paper, Abstract,
and Panel Presentation Proposal Submission**

SUBMISSION DEADLINE: **January 7, 2022**

- By submitting a manuscript or panel presentation proposal, authors indicate that this is original work that has not been previously published and is not under review elsewhere.
- Authors also agree to present accepted submissions during the conference—virtually or in-person.
- Authors agree that at least one author will register for the conference. Any authors presenting must be registered.
- All submissions must be a minimum of 750 words excluding references, figures and tables.
  - Full-length papers should be no longer than 12 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
  - Abstracts should be no more than 5 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).
  - Panel presentation proposals should be no longer than 2 double-spaced pages and should include a list of participants (minimum of 3).
- Manuscripts should strictly adhere to the reference style used by the *Journal of Marketing*.
- Each submission is to have a title page with the authors' names, affiliations, addresses, and e-mails. The preferred method of author contact will be through e-mail.
- The title of the paper should appear on the first page of the manuscript, followed by a 100-word abstract, single-spaced.
- submissions with multiple authors should indicate the contact person.
- Authors should avoid revealing their identities in the body of the paper or abstract.
- After acceptance, authors agree to send final versions of submissions for publication in the proceedings.

To volunteer as a paper reviewer, discussant or session chair, please contact the appropriate track chair.