

PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE – AUTHOR GUIDELINES*

Key/Legend

	= Applies to Abstract Only Version
	= Applies to Full Paper Version
	= Applies to both Versions

	Abstract Only	Full Paper
1. File format	MS Word (.doc or .docx) EXAMPLE PROCEEDINGS ABSTRACT	MS Word (.doc or .docx)
2. Length	One (1) 8 ½” x 11” page	Twelve (12) 8 ½” X 11” pages, This limit includes all text elements (author credentials, images, tables, figures, references)
3.1 Font	12 Point Times New Roman	
3.2 Margins	1” Margins	
3.3 Indenting	Do not indent the first line	
3.4 Spacing	Single spaced	
3.5 Paragraph Spacing	Separate paragraphs by one blank line (Please, do not use special spacing between paragraphs)	
3.6 Page Numbers	Plain page numbers on the bottom of the page (middle of the document).	
4. Copyright release form	Required for publication. (Form located on this page: AMS-Web.org/page/help) Failure to send the copyright release form will result in excluding the paper from the proceedings.	
5. Where to submit	All submissions must go through the AMS online submission system	
6. Formatting		
6.1 First Page	<p>Top: Full Title (centered, each word with an uppercase letter, bold). The title MUST include the word ABSTRACT (eg. Marketing at the Confluence between Entertainment and Analytics: An Abstract). The denotation of an abstract may appear before or after the title.</p> <p><i>Blank line</i></p> <p>Author(s) Name, Affiliation (only the name of the main affiliation, not the name of the business school etc.), City, State, Country, Email Address (Center-justified, one author per line, no blank line between authors). Indicate the corresponding author with an asterisk.</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The abstract paragraph (full justification)</p> <p>Acknowledgments and funding should appear as a footnote behind authors' names.</p>	<p>Top: Full Title (centered, each word with an uppercase letter, bold)</p> <p><i>Blank line</i></p> <p>Author(s) Name, Affiliation (only the name of the main affiliation, not the name of the business school etc.), City, State, Country, Email Address (Center-justified, one author per line, no blank line between authors). Indicate the corresponding author with an asterisk</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (centered, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The abstract paragraph (no more than 200 words, full justification)</p> <p><i>Blank Line</i></p> <p>Keywords (minimum of four [4], maximum of ten [10], no more than two [2] compound words, each keyword starts with an uppercase letter)</p> <p>Acknowledgments and funding should appear as a footnote behind authors' names.</p>

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6.2 Body of Text	Single-spaced, full justification , paragraphs no indent, separated by one line.	Single-spaced, full justification , paragraphs no indent, separated by one line. First heading of body should be INTRODUCTION (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary. Secondary headings should be left-justified, bold, no italics, each word with uppercase letter, first letter of each major word capitalized, with a space above and below the heading.
6.3 Tables and Figures	No tables, figures or exhibits will be included with published abstracts.	Tables and figure may be included in the text or at the end of the paper. Do not include any reference in body of text where tables and figures should be inserted (e.g., “insert Table 1 here”). Number tables and figures consecutively and ensure that all tables and figures are cited in the text in sequential order. Use the table function to create and format tables. Do not use the space bar or multiple tabs to separate columns and do not use Excel to create tables. Include captions at the end of each table or figure. Add a reference citation to the table source at the end of the caption, if necessary. If the figure is reproduced from a previous publication, include the source as the last item in the caption.
6.4 References	If applicable, include the heading “References Available Upon Request” (left-justified, each word with an uppercase letter, no punctuation, not bold).	A list of references is required at the end of the paper. “References Available Upon Request” or similar phrases are not acceptable for full papers. Include the heading References (left-justified, bold) Use Journal of the Academy of Marketing Science referencing style throughout the paper (please see examples in the attached template). For all references, use full justification; single space; do not indent; and leave a blank line between individual references
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