

COMPETITIVE PAPER SUBMISSION AND PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE

AUTHOR GUIDELINES

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	Abstract (1-page)	Structured Abstract	Full Paper
1. Submission to conference review process	NOT appropriate for competitive paper review.	ALLOWED	ALLOWED
2. File Format for review submission	X	PDF	PDF
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4. Length	One (1) 8 ½" x 11" page, single-spaced OR 400 words in total (whichever is less)	Four (4) 8 ½" x 11" pages, single-spaced OR 2,500 words in total	Twelve (12) 8 ½" X 11" pages, single-spaced OR 7,000 words in total (whichever is less)
5. Spacing	Single spaced		
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9. Copyright release form	Required for publication. Link to be supplied by editor.		
10. Where to submit	All submissions must go through the AMS online submission system		
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11.1A. First Page – Review Submission ONLY	X 1 page abstract is not allowed to be submitted for review.	Top: FULL TITLE (centered, all caps, bold) Blank line First Heading – INTRODUCTION (centered, all caps, bold) CLICK HERE FOR AN EXAMPLE STRUCTURED ABSTRACT	Top: FULL TITLE (centered, all caps, bold) Blank line Heading – ABSTRACT (centered, all caps, bold) Blank Line The Abstract paragraph (no more than 200 words, full justification) Blank Line Keywords (minimum of four [4], maximum of ten [10], no more than two [2] compound words each keyword, start each keyword with an uppercase letter)

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<p>11.3. Body of Text</p>		<p>Single-spaced, full justification, paragraphs, no indent, separated by one line.</p> <p>Text should follow introduction, using appropriate major headings(BACKGROUND, METHODOLOGY, RESULTS AND DISCUSSION, CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE) (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left- justified, bold, first letter of each major word capitalized, with a space above and below the heading.</p>	<p>Single-spaced, full justification, paragraphs, no indent, separated by one line.</p> <p>First heading of body should be INTRODUCTION (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.</p> <p>Secondary headings should be left-justified, bold, first letter of each major word capitalized, with a space above and below the heading.</p>

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