**Key/Legend**

- = Applies to Abstract Only Version
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- = Applies to both Versions

<table>
<thead>
<tr>
<th></th>
<th>Abstract Only</th>
<th>Full Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. File format</td>
<td>MS Word (.doc or .docx)</td>
<td>MS Word document provided in the Support for Authors folder (Please enable macros upon opening)</td>
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<td>2. Length</td>
<td>One (1) 8½” x 11” page, <strong>min 300 - max 450 words</strong> (not including author information)</td>
<td><strong>Min 9 to max 12 pages</strong> (8 ½” X 11”); limit includes all text elements (author credentials, images, tables, figures, references); <strong>plain page numbers</strong> on the bottom of the page (middle of the document, Times New Roman). Longer papers (up to 18 pages) will be allowed at the rate of US$50 per page over the limit.</td>
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<tr>
<td>3.1 Font</td>
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<tr>
<td>3.2 Margins</td>
<td>1” margins</td>
<td>Please use the provided template.</td>
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<tr>
<td>3.3 Indenting</td>
<td>Do not indent the first line</td>
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<td>3.4 Spacing</td>
<td>Single spaced</td>
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<tr>
<td>3.5 Paragraph Spacing</td>
<td>Separate paragraphs by one blank line (Please, do not use special spacing between paragraphs)</td>
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<tr>
<td>4. Copyright release</td>
<td><strong>Required for publication.</strong> (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.</td>
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<td>5. Where to submit</td>
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<tr>
<td>6. Formatting</td>
<td></td>
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</table>
| 6.1 First Page | Top: Full Title (centered, each word with an uppercase letter, bold). The title MUST include the word “An Abstract” at the end (e.g. Marketing at the Confluence between Entertainment and Analytics: An Abstract).  
  
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  Author(s) Name, Affiliation (only the name of the main affiliation, not the name of the business school etc.), City, State Abbreviation (for USA, Australia, Canada), Country, Email Address (must be academic or professional email address) (Center-justified, one author per line, no blank line between authors). Indicate the corresponding author with an asterisk.  
  
  **Blank line**  
  
  Heading – **ABSTRACT** (centered, all caps, bold)  
  
  **Blank Line**  
  
  The abstract paragraph (full justification)  
  
  Keywords (minimum of four [4], maximum of ten [10], no more than two [2] compound words, each keyword starts with an uppercase letter, e.g. Hedonic value; Non-compliance; Trust; Social media)  
  
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  Heading – **ABSTRACT** (centered, all caps, bold)  
  
  **Blank Line**  
  
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First heading of body should be **INTRODUCTION** (centered, bold, all caps). Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.  
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|---|---|---|
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*Updated 3/15/2023*