

**PROCEEDINGS OF THE ACADEMY OF MARKETING SCIENCE – AUTHOR GUIDELINES\***

**Key/Legend**

	= Applies to Abstract Only Version
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	<b>Abstract Only</b>	<b>Full Paper</b>
1. File format	MS Word (.doc or .docx) <b>EXAMPLE PROCEEDINGS ABSTRACT</b> Keywo	MS Word (.doc or .docx)
2. Length	One (1) 8 ½” x 11” page, <b>min 300 – max 450 words</b>	<b>Min 9 to max 12 pages</b> (8 ½” X 11”); limit includes all text elements (author credentials, images, tables, figures, references); <b>plain page numbers</b> on the bottom of the page (middle of the document, Times New Roman)
3.1 Font	12 point Times New Roman	
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4. Copyright release	<b>Required for publication.</b> (Form located on this page: <a href="http://AMS-Web.org/page/help">AMS-Web.org/page/help</a> ) Failure to send the copyright release form will result in excluding the paper from the proceedings.	
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6. Formatting		
6.1 First Page	<p>Top: Full Title (centered, each word with an uppercase letter, bold). The title MUST include the word “An Abstract” (eg. <b>Marketing at the Confluence between Entertainment and Analytics: An Abstract</b>). 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 Abbreviation (for USA, Australia, Canada), Country, Email Address (must be academic or professional email address) (Center-justified, one author per line, no blank like between authors). Indicate the corresponding author with an asterisk.</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (<b>centered</b>, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The abstract paragraph (<b>full justification</b>)</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>	<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 Abbreviation (for USA, Australia, Canada), Country, Email Address (must be academic or professional email address) (Center-justified, one author per line, no blank like between authors). Indicate the corresponding author with an asterisk.</p> <p><i>Blank line</i></p> <p>Heading – ABSTRACT (<b>centered</b>, all caps, bold)</p> <p><i>Blank Line</i></p> <p>The abstract paragraph (no more than 200 words, <b>full justification</b>)</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, <b>full justification</b> , paragraphs no indent, separated by one line.	Single-spaced, <b>full justification</b> , paragraphs no indent, separated by one line.  First heading of body should be <b>INTRODUCTION</b> (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.
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