

## **ASSOCIATION OF MARKETING THEORY & PRACTICE**

# **Initial Submission Checklist:**

	The su	abmission is not currently under consideration or was published in a conference proceedings or journal.
☐ The submission may be a full paper (no page limit), or an up to 2-3-page (single-line space) extended abstrate follows the following formatting guidelines in this guide:		
		All URL addresses in the References are active with proper hyperlinks.
		Title of paper is in bold 16pt font, upper and lower case. Return twice after title.
	□ af	No author names and information are included in the initial submissions. Remove all names and filiation in the File Properties of the word file before uploading it.
	□ ita	Major section headings are in bold, 12pt font, all UPPERCASE, minor section headings are in bold, alicized, 12pt upper & lowercase.
		Entire paper is in Times New Roman. Body of paper in 12pt font, SINGLE-SPACED.
		ALL text (except the titles of tables/figures) is flush left (No indentation of each new paragraph).
	□ Pa	Sections of the paper are in the following order: Title, Abstract, Keywords, Introduction, Body of aper, References.
		Margins are set at Top, Left & Right all 1 inch; Bottom 1.25 inches.
	of	Tables/Figures are placed within the body of the paper and may include smaller font if needed. Titles Tables/Figures are in upper & lowercase 12pt bold font, CENTERED.
		References are formatted using APA 7th edition style, as seen in examples below.
		There are no page-breaks set in the document.
		The text of the document has NOT been set to 2-column formatting.
	F	or Extended Abstracts:
		Sections of the extended abstract are in the following order: Title, Sub-title (i.e., EXTENDED BSTRACT), Body of Extended Abstract (1-2 pages), Keywords, References (or insert <i>References are vailable from the authors upon request.</i> ).
		Extended abstracts should state the research objectives and the purpose, related literature, hypotheses,

and methodology if applicable, and contribution of the study to the literature.

## Title of Paper in Bold Here: 16pt. Flush Left

## **Author 1 name (16 point) (Anonymous)**

University Name 12 point italicized

## **Author 2 name (16 point) (Anonymous)**

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### **ABSTRACT**

12 pt. italic, maximum of 150 words, & make sure to place 2 empty lines after the paper title. Use flush left (align left) for entire paper.

**Keywords**: *Include up to 7-8 keywords related to the paper.* 

#### INTRODUCTION

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## **BODY OF PAPER**

In this section where the body of the paper will sit you'll find some things NOT to do. Do not number the pages. All equations should be placed on separate lines within the body of text and numbered consecutively, with the equation numbers placed within parentheses and aligned against the left margin.

## Table 1. This is the Title of your Table

(Include tables and figures in the body of text. You are asked to use the table feature in preparing your tables. Please try not to "embed" figures or equations and DO NOT "attach" text to your figures in a separate document. Tables must fit in an 8 1/2" x 11" page format. If necessary, you may use a smaller font in the body of the tables (this is 10pt font), but it must be readable. DO NOT format table columns with the tab key. Use the insert columns feature in the table function to create your columns. The title for tables and figures text should appear as above; upper and lower case, bold, 12 pt. font, and centered.

#### REFERENCES

**Use APA Publication Manual (7th edition):** https://owl.purdue.edu/owl/research\_and\_citation/apa style/apa formatting and style guide/reference list basic rules.html

No indentation or page break before your reference section, single space leaving a double space between each reference.

For Books:

Ahmed, S. (2012). On being included: Racism and diversity in institutional life. Duke University Press.

### For Journal Articles:

Nguyen, T., Carnevale, J. J., Scholer, A. A., Miele, D. B., & Fujita, K. (2019). Metamotivational knowledge of the role of high-level and low-level construal in goal-relevant task performance. *Journal of Personality and Social Psychology*, 117(5), 879-899. http://dx.doi.org/10.1037/pspa0000166

## For Newspaper Articles:

Author, A. A. (Year, Month Day). Title of article goes here: Pay attention to capitalization rule. *Title of Newspaper is italicized*. Retrieved from http://www.someaddress.com/full/url/

#### For E-books:

De Huff, E. W. (n.d.). Taytay's tales: Traditional Pueblo Indian tales. Retrieved from http://digital.library.upenn.edu/women/dehuff/taytay/taytay.html

### For Datasets:

United States Department of Housing and Urban Development. (2008). Indiana income limits [Data file]. Retrieved from http://www.huduser.org/Datasets/IL/IL08/in fy2008.pdf

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