



**EMAC 2020 Annual Conference, May 27-29, 2020
Corvinus University Budapest, Budapest, Hungary**

**SUBMISSION GUIDELINES FOR
SPECIAL SESSIONS**

The final submission date is **December 4, 2019 (15:00 CET Time)**

**Please read the guidelines carefully
and strictly follow them when creating your submission!**

Submissions that do not adhere to the guidelines will be deleted from the system.

Proposals for a Special Session should cover one entire 90-minute session. There are several options for creating and submitting Special Session:

- A “regular” Special session covers either 4 papers or 3 papers plus a discussant.
- We also encourage Special Sessions with innovative and interactive formats, like
 - a panel discussion on a certain topic of interest or
 - Special Sessions with impulse presentations and discussions with the audience.

The guidelines below may only be partially relevant for these innovative formats. When submitting an innovative format, please observe the guidelines to the extent possible.

Multiple related Special Session proposals are possible, but each should be submitted independently **by another researcher**. Each Special Session will be evaluated on its own by the reviewers. Each researcher can submit only 1 Special Session as a submitting chair person, present only 1 paper in a special session, but be involved as a co-author in multiple papers across Special Sessions.

Any proposal is **submitted by one session chair**, who is responsible for all aspects of the submission, and who is the corresponding author for the entire session. There can be multiple session chairs, who will share responsibility and accountability for the session but only one corresponding author.

The submitting session chair takes **responsibility for the management** of the Special Session during the conference and for the **presence of all presenters during the Special Session**. By submitting the session, the chair(s) and all presenters guarantee their availability for the session to be scheduled at any time between Wednesday May 27, 2020 at 8:30 and Friday May 29, 2020 at 18:00.

Special Session proposals are peer reviewed. The review process will evaluate the relevance of the topic, the coherence of the presentations, and the quality of the presented research. Please note that the review **will NOT be blind** to the names of the authors of the contributions in the proposed Special Session. The proposals will be evaluated by the track chairs who will assign appropriate reviewers.

Special session proposals are represented in the program book and in the conference proceedings by a 3,000-character abstract, including titles and authors of the presented papers. **Presentations within Special Sessions are not eligible for any of the EMAC Conference Paper Awards; and doctoral student participations in Special Sessions are not eligible for EMAC financial support.**

The decision of the track chairs is final. You can edit your Special Session until the submission deadline (December 4, 2019 15:00 CET Time). No changes will be accepted after that date.

Specific Guidelines for Submitting a Special Session Proposal

All guidelines and criteria below apply for submissions of a Special Session Proposal.

1. All submissions should be **uploaded as pdf-files**.
2. A Special Session proposal is **limited to 15 pages (references included)**. Any Special Session proposal exceeding the specified limit will not be included in the review process.
3. When the submission system asks for author information, please enter only the name(s) and affiliations of the session chairs(s), not the names of the authors of all individual contributions. Names of all the authors should be part of the proposal text.
No changes can be made after the submission deadline (December 4, 2019, 15:00 CET Time).
4. Within Special Sessions, **empirical papers** must state the objectives of the research, the research method, major results, implications and key references.
5. Within Special Sessions, **conceptual papers** are considered but will be evaluated by strict criteria for conceptual contribution.

Formatting Requirements

When you prepare your Special Session for submission, please make sure that you follow the formatting guidelines very carefully.

The Special Session proposal should be:

- 1.5 spaced and left justified throughout
- Times New Roman 12-point font
(except for the title, which should be Times New Roman 14-point font)
- A4 size page formatting
- 2.5cm margins at all sides (top, bottom, left, right)
- The Special Session proposal is limited to **15 pages**, everything included:
the cover / title page with abstracts, references, appendix, tables, and figures.

Structure of the Special Session proposal:

- **Page 1 (1 page):**

- The **session title**.
Format: centered, bold
- Session chair(s) and affiliation(s). **Please highlight the submitting session chair.**
The session chair does not have to be one of the authors of the presented papers.
- Titles of each session paper, author(s), and affiliation(s), and **mark the presenting (co-)author**.
- If there is a discussant, please add name and affiliation of the discussant(s).

- **Main body of your Special Session proposal**

- **Page 2:**

A **max. 3,000-character abstract** for the Special Session. The abstract should state

- the objectives of the Special Session,
- explain the joint theme and contribution, and
- explain the input of the discussant(s) (if applicable).

It should also:

- include titles and authors of each of the presented papers, and
- a very short abstract for each paper.

This 3,000-character abstract will be adopted in the conference proceedings, and in the program book.

- **Page 3-7:**

For each of the papers that are part of the session, a 500-1,000-word abstract. Each abstract starts with the title of the paper, and the names and affiliations of the authors. Figures and tables should be integrated within these texts as close as possible to where they are first mentioned. These texts are only meant to help reviewers evaluate the session. They will **not** be adopted in either the program book or the proceedings.

(If applicable): Add a 500-1,500-character statement describing the specific contribution of the discussant(s).

- **References in the main text.**
 - References to publications in the text should follow APA style. They should include the author name(s) and year of publication.
 - For full details see the [author guidelines of the International Journal of Research in Marketing](#). Below are some basic rules and examples:
 - **For publications by one author. *Either:***
 - (a) as Makovec-Brenčič (2015) reported ..., or
 - (b) Only one prior study has addressed this issue (Makovec-Brenčič, 2015).
 - **For publications by two authors: *Either:***
 - (a) as Makovec-Brenčič and Wagner (2015) reported or
 - (b) Only one prior study has addressed this issue (Makovec-Brenčič & Wagner, 2015).
 - **For publications by three to five authors:**
 - For the first instance the reference is mentioned, use *either:*
 - (a) as Makovec-Brenčič, Wagner, Wong, and Avlonitis (1999) reported or
 - (b) Only one prior study has addressed this issue (Makovec-Brenčič, Wagner, Wong, and Avlonitis, 1999).
 - For later referrals to the same source, use Makovec-Brenčič et al. (1999).
 - **For publications by more than five authors: *Either:***
 - (a) as Makovec-Brenčič et al. (1999) reported or
 - (b) Only one prior study has addressed this issue (Makovec-Brenčič et al., 1999).

Add a joint alphabetical list of Bibliographic References:

Should be sorted alphabetically by (first) author, and allow the APA-style of referencing. For details and special cases, we refer to the [IJRM style sheet](#) and the APA style handbook. Below are examples for the most common cases.

- **Reference to an article in a journal:**

Biemans, W.G., Makovec-Brenčič, M., & Mahlse, A. (2010). Marketing-sales interface configurations in B2B firms. *Industrial Marketing Management*, 39, 183-194.
- **Reference to an article in a periodical or newspaper:**

Avlonitis, G. (2013, May). Issues in undertaking research in emerging markets – The BIGMAC theme in the 2012 ANZMAC Conference, *EMAC Chronicle*, 13, 21-22.

- **References to an article in a language other than English:**
Ebster, C., & Wagner, U. (2009). Geheime Verführer: der Einfluss von Kindern auf Spontankäufe im Supermarkt [Hidden persuaders: the influence of children on impulse purchases in the supermarket]. *Planung und Analyse*, **37**, 2-4. (in German).
- **Reference to a book:**
Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2008). *Principles of marketing: 5th European edition* London: Pearson.
- **A chapter in an edited book:**
Wagner, U., & Reisinger, H. (2005). The option of no-purchase in the empirical description of brand-choice behavior. In D. Baier, R. Decker, & L. Schmidt-Thieme (eds.), *Data analysis and decision support* (pp. 323-334). Berlin, Springer-Verlag.
- **An article in a proceedings book**
Piha, L., & Avlonitis G. (2012). External brand orientation: scale development and validation. In P. Rita (ed.), *Proceedings of the 41st Annual conference of the European Marketing Academy* (p. 188). Brussels, EMAC.
- **Reference to a website or blog**
Evans, A. (June 11, 2012). *99 Amazing things to do in Norway*. Retrieved from <http://digitalnomad.nationalgeographic.com/2012/06/11/99-things-to-do-in-norway/>. (Last accessed: August 14, 2018).