

Competitive Paper Template

TITLE

Abstract – 175 words

The abstract is limited to 175 words and summarizes the key components of the manuscript.

Statement of Key Contributions – 300 words

Authors should include key contributions to practice and academe, which explains how their submission offers new insights to academic and non-academic conference attendees. In 300 words or less, the statement should address:

- How does your research add to the academic marketing discipline's existing knowledge on the topic?
- Which non-academic stakeholder would find value in your manuscripts (e.g. for-profit firms, non-profit organizations, governmental agencies and policy makers, and/or other non-governmental societal stakeholders engaged with marketing) and how?

Paper – 3,600 words

Please note that submissions with text longer than 3,600 words will not be reviewed

Table or Figure (optional)

Authors also have the option of including one table summarizing results and/or one figure (these also do not count against the word limit).

Selected References

Use [the Journal of Marketing reference style](#) throughout the manuscript: italicize the publication name, do not indent or tab the references, and return twice after each reference. References do not count against the word limit.