

Special Session Proposal

TITLE

Chairs and/or Discussion Leaders

Name, Affiliation, Email

Panel/Roundtable Participants

Name, Affiliation, Email

Description – 100 words

A short description of your special session not exceeding 100 words.

Proposal – 3,600 words maximum

The proposal should describe the objective of the session, its structure and general orientation, likely audience, key issues, and topics to be covered, as well as a description of why the session is likely to make an important contribution to the discipline. Also, include a brief description of each paper in the session, and indicate presenters.

Presentation 1

Title

Author, Affiliation *

Author, Affiliation

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.