

EMAC Spring Conference 2026
June 2-5, 2026
Bath, UK

SUBMISSION GUIDELINES FOR
COMPETITIVE PAPERS

The submission date is **December 1, 2025 (16:00 CET)**

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

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

You can submit only one competitive paper as the presenting author. However, you can be the non-presenting and non-submitting author of multiple papers that have been submitted.

By submitting a paper, the **submitting author commits to attending the conference and presenting the paper**, if the paper is accepted. If, after acceptance of the paper, the submitting author is unable to participate in the conference, **only** one of the co-authors can take over the presenting role, **provided they do not already have another competitive paper to present at the conference.**

By submitting a paper, the submitting author agrees to review a minimum of 2 and a maximum of 4 papers within the track to which he/she submitted. The deadline to complete the reviews is 22 January 2026.

Before submitting to one of the competitive tracks, please read the track descriptions carefully in the section 'Tracks & Track Chairs' on the [Conference Website 2026](#). Submitting your paper to the most appropriate track increases its likelihood of acceptance and ensures it reaches the most relevant audience at the conference.

Upon submission, you need to choose, in case of acceptance for oral presentation, whether you want to publish the full paper (10 pages) or only the abstract (1st page of your submission) in the EMAC conference proceedings. If you choose to publish only the abstract, you will need to upload it to the dedicated box on the submission form.

Papers will be evaluated through a double-blind review process overseen by the track chairs. Evaluation will be based on the quality of the research, the novelty of the findings, the contribution to the marketing discipline within the sub-field associated with the track to which the paper was submitted, and the clarity of presentation. The track chairs are committed to giving you feedback on their decision.

The track chairs will decide whether your paper is accepted for oral presentation. If it is not, they may instead accept it as a poster. The track chairs make both decisions and offer. Authors will be notified of the track chair's decisions **in March 2026**.

The decision of the track chairs is final and cannot be changed. You can edit your paper until the submission deadline (December 1, 2025, 16:00 CET). No changes will be accepted after that date.

General Guidelines for Submitting Competitive Papers

All guidelines and criteria below apply to submissions to one of the regular conference tracks.

1. All submissions should be **uploaded as PDF files**.
2. Authors should indicate the track in which they would like to present their paper. Papers must be submitted for review in only 1 track.
3. All papers are **limited to 10 pages**.
This includes everything: the cover/title page with abstract, references, tables, and figures. Any paper exceeding the limit will not be included in the review process.
4. When you submit, make sure you have the **required information for every co-author on the paper at your disposal**. You will be asked to enter this information on the webpage when you submit it. All authors' names and affiliations will be published in the conference proceedings exactly as you have entered them.

The order of the author and co-authors can be changed until the submission deadline; however, the submitter of the paper will be considered the primary presenter.

5. There should be **NO AUTHOR INFORMATION**, neither on any page of the paper itself **nor in the file properties of your document**, as papers will be **double-blind peer reviewed**. If you submit a paper that contains any information identifying you or a co-

author, the paper will be removed from the system, and you will be asked to resubmit. It will be your responsibility to resubmit within the given deadline.

6. Empirical papers must state the objectives of the research, the research method, major results, implications, and key references.
7. Conceptual papers are considered but will be evaluated by strict criteria for conceptual contribution.
8. By submitting, you declare that (a) you agree to register for the conference and to present the paper, if the paper is accepted; and that (b) the paper has not been submitted to other conference tracks, and it has not previously been presented at EMAC.

Formatting Requirements

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

Papers 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)
- **Remove any author or institutional identifying information from the 'file properties' of your document.**

Please see [here](#) how to remove hidden data from your Word document

- The paper is limited to **10 pages**, everything included:
the cover/title page with abstract, references, appendix, tables, and figures.

Structure of the paper:

Do not include the author(s') name(s) on the title page or in any other part of the paper.

- **Page 1 (1 page)**
 - Should display the **title of the paper**.

Format: centred, bold, and Times New Roman 14-point font

- This should be followed by an **abstract of no more than 1,000 characters**, summarizing the main goals, findings, and conclusions of your research. Compliance with the character limit is required to enable a standardized layout for the conference program book and the proceedings.

Format: left justified, Times New Roman 12-point font,
maximum of 1,000 characters, including spaces and punctuation

- Specify a maximum of **3 keywords**

Format: left justified, regular, italic, and Times New Roman 12-point font

- **Identify the track** your paper is intended for.

Format: left justified, regular, italic, and Times New Roman 12-point font

- **Main body of your paper**

- **Should start on page 2.**

- Include any tables, figures, and necessary technical details (e.g., mathematical proofs) directly in the main text.

- At the start of each new paragraph or section, you should **indent the first line**.

- **Headings and sub-headings.**

- Major headings should be numbered sequentially, left justified, and bolded (**1. Major Heading**). The first letter of each major word should be capitalised, and all other words should be in lower case. One single space line should precede, and one single space should follow a major heading.

- Sub-headings should be numbered according to the main heading, left justified, regular, and in italics (*1.1 Sub-heading*). One space line should precede a sub-heading. Only the first letter of the first word should be capitalised.

- Sub sub-headings should be avoided unless necessary (*1.1.1 Sub sub-heading*).

If you use subheadings, they should be numbered according to the main heading, left indented, and in regular and italics. No empty space lines should precede or follow a sub-sub-heading. Only the first letter of the first word should be capitalised.

- **Figures and Tables** should be integrated within the text as close as possible to where they are first mentioned.

- Footnotes should be avoided unless necessary. If used, footnotes should be numbered consecutively throughout the text with superscript Arabic numerals.

- **Formulae.** Displayed formulae should be numbered consecutively throughout the paper as (1), (2), etc., against the right-hand margin of the page.

- **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 more than three 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).

- **Bibliographic References:**

Should be sorted alphabetically by (first) author and allow the APA-style of referencing. For details and exceptional cases, we refer to 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).