

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

**SUBMISSION GUIDELINES FOR
SPECIAL SESSIONS**

The final submission date is **December 1, 2025, 16:00 CET (no extension of deadline)**

**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 be designed to fill one full 90-minute slot. There are several options for structuring a Special Session:

- A “regular” Special Session covers either four papers or three papers plus a discussant.
- We also encourage Special Sessions with innovative and interactive formats, such as:
 - 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 partly applicable to more innovative formats. For such submissions, please follow them as closely as possible.

It is possible to submit multiple related Special Session proposals; however, each must be submitted separately by a **different researcher**. Each proposal will be evaluated independently by the reviewers. Each researcher can submit only one Special Session as a submitting chairperson, present only one paper in a Special Session, but can be involved as a co-author in two or more Special Sessions. **The same group of researchers can organize at most two Special Sessions.**

Proposals must be **submitted by one session chair**, who is responsible for all aspects of the submission and serves as the corresponding author for the entire session. The submitting chair can share responsibility and accountability for the session with co-chairs, but there can be only one submitting session chair. The submitting session chair is responsible for managing the Special Session during the conference and ensuring the presence of all presenters during the 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 8:30 and Friday 18:00.

By submitting a session proposal, the submitting author commits to reviewing at least two and no more than four Special Session proposals. The deadline to complete the review is 22 January 2026.

Special Session proposals are subject to peer review. The evaluation will consider the following criteria:

- The overall quality of the contributions (e.g., novelty of the topics, the likelihood that the proposed contributions stimulate debate at the conference, their level of development, etc.).
- The motivation for why the proposal does not fit into an existing competitive paper track or an existing Special Interest Group.
- The coherence and consistency of the proposed contributions.

Please note that the review process is not blind; reviewers will be aware of the names of the contributing authors. Each proposal will be evaluated by two reviewers, and the final acceptance decision will be made by a member of the local organizing committee, together with either a track chair of a related competitive track, a chair of a related Special Interest Group, or the VP Conferences, depending on the subject and focus of the proposal. Due to scheduling constraints, it may be necessary to maximize the total number of accepted Special Sessions, which could influence the final acceptance decisions.

Special Session proposals will be included in the program book and conference proceedings as a 3,000-character abstract, listing the titles and authors of the papers being presented.

Presentations within Special Sessions are not eligible for any of the EMAC Conference Paper Awards, and doctoral student participation in Special Sessions is not eligible for EMAC financial support.

All acceptance and rejection decisions are final. You can edit your Special Session proposal until the submission deadline (December 1, 2025, 16:00 CET) by logging in to the submission page. No changes will be accepted after that date.

Specific Guidelines for Submitting a Special Session Proposal

All guidelines and criteria below apply to 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)**. Special Session proposals that exceed the specified limit will not be considered for review.
3. **When the submission system asks for author information, please enter the name(s) and affiliations of the session chairs(s), and the presenter of each paper composing your Special Session**. The names of all authors should be included in the proposal text. **No changes can be made after the submission deadline (December 1, 2025, 16:00 CET)**.
4. **Empirical papers** included in a Special Session proposal must clearly present the research objectives, methodology, main findings, implications, and key references.
5. **Conceptual papers** may be included in Special Sessions but will be evaluated according to strict criteria regarding their conceptual contribution.

Formatting Requirements

When preparing your Special Session for submission, please ensure that you follow the formatting guidelines 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 papers being presented.
- Titles of each session paper, author(s), and affiliation(s), and **mark the presenting (co-)author**.
- If there is a discussant, please add the 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 concise abstract for each paper.

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

- **Page 3-:**

For each of the papers that are part of the session, a 500-1,000-word abstract is required. 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 intended solely to assist reviewers in evaluating the session. They will **not** be included 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 authors' 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).

Add a joint alphabetical list of Bibliographic References:

The references should be sorted alphabetically by the first author and formatted according to APA style. For details and exceptional cases, we refer to the APA style handbook. Below are examples of 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).