

Additional Submission Instructions

There are two types of submission. Either a full paper or work in progress/case study submission. Below some additional submission instructions.

1. Paper Submission Instructions

1.1. General Information

Paper	Full paper submissions must not be published, accepted for publication or be under consideration for publication or presentation elsewhere.
Referencing	In preparing for the full papers, please reference the authors' guidelines from the Journal of Product and Brand Management (http://emeraldgrouppublishing.com/products/journals/author_guidelines.htm?id=ipbm).
Format	Article files should be provided in Microsoft Word format.
Article Length	Articles should be no longer than 7,000 words (including tables, figures and references).
Article Title	A title of not more than 15 words should be provided.
Author details	No author information in your paper you submit, only in the online submission tool

1.2. Structural Abstract

Authors must supply a structured abstract in their submission. Below the structure.

- Purpose (mandatory)
- Design/methodology/approach (mandatory)
- Findings (mandatory)
- Research limitations/implications (if applicable)
- Practical implications (if applicable)
- Social implications (if applicable)
- Originality/value (mandatory)

Maximum is 250 words in total. Authors should avoid the use of personal pronouns within the structured abstract and body of the paper (e.g. "this paper investigates..." is correct, "I investigate..." is incorrect).

1.3. Evaluation of submission

Your submission will be evaluated on the following criteria: (1) Fit to conference - Does the submission fit the conference theme? (2) Relationship to Literature - Is the relevant literature cited? (3) Methodology - Is the methodology sound, clear and detailed enough? (4) Results - Are the results presented clearly and analyzed appropriately? (5) Quality of Communication - Is the paper well-written. Are the tables/figures clear?

2. Work-in-progress papers and case studies

2.1. General information

- **Work-in-progress papers or case studies.** Please provide an extended structured abstract of max. 1,000 words (excluding reference list), single spaced.
- You need to have the following sections: purpose, methodology/approach, findings, research limitations/implications, and originality/value (similar to the full paper submission).
- A short reference list is required.
- Tables or figures should be placed in the text.
- Empirical work-in-progress papers should be at least in the data collection phase to be considered.

2.2. Evaluation of submission

Works-in-progress will be evaluated based on the stage of completion of the research as well as the same criteria as full paper submissions.