Journal of Applied Marketing Theory



Formatting Guidelines for Initial Submissions & Accepted Papers:

Please check all of the boxes to ensure the paper follows the formatting guidelines in this guide.

□ All URL addresses in the document are active with proper hyperlinks.

□ Sections of the paper are in the following order: Title, Abstract, Keywords, Introduction, Body of Paper (Literature Review, Methodology, Results, Discussions, Theoretical and Managerial Implications, Limitations and Suggestions), References.

- □ **Title of paper** is in bold 14pt Century Schoolbook font, upper and lower case, centered. Return twice after title.
- □ Body of paper is in Times New Roman 10pt font, SINGLE-SPACED. Insert one empty line between paragraphs. Do not use indentation for paragraphs.
- □ ALL text (except the titles of tables/figures) is full flush.
- □ Margins are set at Top, Left & Right all 1 inch; Bottom 1.25 inches.

 \square Below the title, include up to a 150-word **ABSTRACT** (capitalized in bold), abstract body 10 pt. Century Schoolbook font.

□ **Keywords**: Include up to 10 related words to the main topic, Separated with a comma, Italicized.

□ Major section headings are in bold 10pt Times New Roman font all UPPERCASE, minor section headings are in bold, 10pt. Times New Roman font, upper & lowercase.

□ **Tables/Figures** are placed within the body of the paper and may include smaller font if needed. Titles of Tables/Figures are in upper & lowercase 10pt. Times New Roman font, in bold, centered.

- □ **REFERENCES** are formatted using APA 7th edition style, as seen in examples below.
- □ Do not use page-breaks, page numbers or 2-column formatting in the document.

For accepted papers:

 \square Author names are in 10pt Times New Roman font, in bold. Author affiliation and email in 10pt Times New Roman font, not in bold.

 \Box ABOUT THE AUTHORS section is to include a short paragraph of bio for each author and is required at the end of the paper. Follow the content format in the example below.

Title of Paper in Bold Here: 14pt. Century Schoolbook font, Centered, Upper and Lower Case

Author 1 name (10 pt. Times New Roman) (FOR ACCEPTED PAPERS ONLY) University Name 10 point italicized email@university.edu

Author 2 name (10 pt. Times New Roman) (FOR ACCEPTED PAPERS ONLY) University Name 10 point italicized email@university.edu

ABSTRACT (10 pt. Times Roman)

Abstract content is in 10 pt. Century Schoolbook font, maximum of 150 words. Place one empty line below the paper title. Use full flush alignment for entire paper. Abstract should state the purpose of the study, originality/contribution, methodology, and summary of main findings.

Keywords: Include up to 10 keywords related to the paper, Separated with a comma

INTRODUCTION

The sections of the "anonymous" paper should be in the following order: Title, Abstract, Introduction, Body of Paper, References, A short bio in the About the Author(s) section at the end of the paper is included only in the accepted papers.

Use single-spaced, Times New Roman 10 pt. font for the entire paper. Top margin should 1 inch and bottom margin 1.25 inches; Left and right margins should both be one-inch. Typically this means you must go into the 'Format' tab, select 'Format>Document' and change the bottom margin from its standard setting.

BODY OF PAPER

Major headings are 10 point font, bold face, all caps. Sub-headings, like sub-sections you create within the body of the paper are 10 point font, upper and lower cases, bold face. Third sub-headings are italicized, only. Place one empty line before and after. each heading.

Each new paragraph has one line space. All equations should be placed on separate lines within the body of text and numbered consecutively, with the equation numbers placed within parentheses and aligned against the left margin.

Table 1. This is the Title of your Table (10 pt. Times New Roman)

Tables/Figures should be placed within the body of the paper). You are asked to use the table feature in preparing your tables. Please try not to "embed" figures or equations and DO NOT "attach" text to your figures in a separate document. Tables must fit in an 8 1/2" x 11" page format. If necessary, you may use a smaller font in the body of the tables. This is 10pt font, but it must be readable. Use the insert columns and rows feature in the table function to create your columns and rows. The title for tables and figures text should appear as above; upper and lower case, bold, 10 pt. font, and centered).

REFERENCES

Use APA Publication Manual (7th edition):

https://www.cogitatiopress.com/doc/APA%20Style%20Guide%20(7th%20ed.).pdf

No page break before your reference section, single-spaced, full flush, leaving one **10pt.** empty line between each reference, and no indentation after the first line of citations.

For Books:

Ahmed, S. (2012). On being included: Racism and diversity in institutional life. Duke University Press.

For Newspaper Articles:

Author, A. A. (Year, Month Day). Title of article goes here: Pay attention to capitalization rule. Title of Newspaper is italicized. Retrieved from http://www.someaddress.com/full/url/

For Journal Articles:

Nguyen, T., Carnevale, J. J., Scholer, A. A., Miele, D. B., & Fujita, K. (2019). Metamotivational knowledge of the role of high-level and low-level construal in goal-relevant task performance. Journal of Personality and Social Psychology, 117(5), 879-899. http://dx.doi.org/10.1037/pspa0000166

Article or Chapter in an Edited Book:

Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In E. E. Editor & F. F. Editor (Eds.), Title of work: Capital letter also for subtitle (pp. pages of chapter). Publisher. DOI (if available)

For E-books:

De Huff, E. W. (n.d.). Taytay's tales: Traditional Pueblo Indian tales. Retrieved from http:// digital.library.upenn.edu/women/dehuff/taytay/taytay.html

For Datasets:

United States Department of Housing and Urban Development. (2008). Indiana income limits [Data file]. Retrieved from http://www.huduser.org/Datasets/IL/IL08/in fy2008.pdf

ABOUT THE AUTHORS (FOR ACCEPTED PAPERS ONLY)

First & Last Name (Ph.D./DBA, University). Written in third person is preferable. Examples of what to include: the highest academic degree and affiliations, current teaching position & institution, research interests and areas of expertise, publication outlets, major accolades or recent awards.

First & Last Name of second author (same as above)



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