

**EMAC Fall Conference 2026**  
**September 16-18, 2026**  
**Bremen, Germany**

**SUBMISSION GUIDELINES FOR**  
**COMPETITIVE PAPERS**

The submission date is **April 30, 2026 (17:00 CEST Time)**

**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 1 competitive paper as the presenting author.** However, you can be the non-presenting and non-submitting author of multiple submitted papers.

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.

Once you will have submitted your paper, you will receive a confirmation email with your submission information. You will then be directed to add your co-author(s). The order of the authors and the co-author(s)' name(s) and affiliation will be published in the programme book and in the proceedings exactly as listed and in the same order! This cannot be changed.

You may login at any time prior to the submission deadline (April 30, 2026, 17:00 CEST Time) to update your submission and the order of the authors. However, the submitter of the paper will be considered as the main author and primary presenter. This cannot be changed.

**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. If paper(s) is/are assigned, the deadline to complete the reviews is **2 June 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.

Given that the EMAC Conference Proceedings have an ISSN number and thus are considered as a publication, you are asked upon submission to choose, in case of acceptance for oral presentation, whether you want to publish the full paper (10 pages) or only the abstract (1<sup>st</sup> page of your submission) in the EMAC conference proceedings. If you intend to submit an extended version of your paper later on to a journal, we advise you to select “abstract only”. If you choose to publish only the abstract, you will need to upload it to the dedicated box on the submission form. If this abstract is missing in the dedicated box, we will not be able to publish the abstract only in the proceedings.

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 the paper was submitted to, and
- clarity of presentation.

The track chairs are committed to give you feedback on their decision.

**The track chairs will decide whether your paper is accepted for oral presentation or not. If your paper is not accepted for oral presentation, it may be accepted as a poster.** This decision and offer are also made by the track chairs. Authors will be notified of the track chair decisions **end of June 2026. The decision of the track chairs is final.**

## General Guidelines for Submitting Competitive Papers

All guidelines and criteria below apply for 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. 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, but the submitter of the paper will be considered as primary presenter.

5. There should be **NO AUTHOR INFORMATION**, neither on any page of the paper itself **nor in 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 that 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
  - followed by an **abstract of 1,000 characters** summarizing the main goals, findings and conclusions of your research.  
Compliance to the character limit is required to enable a standardized layout for 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**, including tables, figures, and technical details if required (such as mathematical proof).
  - 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 of the 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 sub sub-headings they should be numbered according to the main heading, left indented, regular and in 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 three to five authors:**

For the first instance the reference is mentioned, use *either:*

  - (a) as Makovec-Brenčič, Wagner, Wong, and Avlonitis (1999) reported or
  - (b) Only one prior study has addressed this issue (Makovec-Brenčič, Wagner, Wong, and Avlonitis, 1999).

For later referrals to the same source, use Makovec-Brenčič et al. (1999).
- **For publications by more than five 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 special cases, we refer to the [IJRM style sheet](#) and 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 41<sup>st</sup> 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).