



5th International Conference of Advanced Marketing ICAM 5 – 2022

Author Guidelines

Format	<p>The abstract should be submitted in Microsoft Word.</p> <p>The font should be Times New Roman – size 12, topics in size 14, and sub-topics in size 12 in bold.</p>
Abstract Word Count	Minimum of 500 to a maximum of 1000 words
Author Details	<ul style="list-style-type: none"> • Author name - We will reproduce it exactly as you provide, so any middle names and/or initials you want to be featured must be clearly included. • Author affiliation – State the institute/s you were attached to when conducting the research. • Author/s email address - (institutional/official email address is preferred).
Abstract Structure	<p>All submissions must follow the below abstract format.</p> <ul style="list-style-type: none"> • Purpose of the Study: This is where you let your reader know the reason/s underlining your research, including the key problem/s you are looking to address, where your study is situated in relation to the literature, and your key arguments and/or findings. • Study Design: This section should explain how you approach the research, including the research setting and how data was collected and analyzed. • Findings: This is where you describe what you found through your data in relation to the purpose/s of the study and against the findings of relevant past studies. <p>*For ongoing studies – this section may include expected findings.</p>

	<ul style="list-style-type: none">• Limitations: This section should explain limitations related to the research design and findings. • Implications: In this section, you should explain the theoretical and practical implications and contributions of the study. This section may also illustrate possible inquiry lines for future studies. • Keywords In this section, you should include at least 5 appropriate and short keywords that capture the principal topic/s of the paper. • References All references in your manuscript must be formatted using APA 7 Format. <p>You can find some useful tips on how to write an article abstract at → https://www.emeraldgrouppublishing.com/how-to/authoring-editing-reviewing/write-article-abstract</p>
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