



6th  
International  
Conference



# Thought Leaders in Brand Management

Lugano, April 18-20, 2010

## **Guidelines for Authors (Conference Papers) (adapted from the guidelines provided by the *Journal of Business Research*)**

### **Deadline**

The deadline for the submission of papers to the conference is October 30, 2009.

### **Maximum Length**

The maximum length of papers to be submitted is 7 pages, excluding title page, abstract/keywords and references.

### **Paper Formatting**

All manuscript material should be typed single-spaced, one side only, in 12pt Times New Roman font. All margins should be 2.5cm.

Tables and references should be typed on separate pages. The title page should contain title, authors, and affiliations, including a complete address. A telephone number is sometimes helpful for contact during the review process.

An Abstract of 150 words or less and a list of four-six keywords should follow the title page. On page 3 of the manuscript repeat the title, but not the authors' names, to permit anonymity during the reviewing process.

Mathematical notation: Please type all formulas for clarity. Identify any unusual symbol (anything besides roman, italic, or Greek) the first time it occurs. Distinguish between "0" (zero) and capital and lower case "O" (oh) and between lower case letter "l" (ell) and Arabic number "1" (one).

## References

References to the literature are indicated in the text by author's name and year of publication in parentheses, i.e., (Carey and de Souza, 1975). If the author's name is used within the text, then the year of publication in parentheses should immediately follow it, i.e. "Carey and de Souza (1975) state that...". Footnotes are not to be used; if the information is essential, please incorporate them within the body of the text. The following reference styles should be observed:

*Journal article.* Carey Kenneth J. de Souza Joao B. A sort-rank test of predictive variables for stock splits. *Journal of Business Research* 1975; 3 (July): 178-188. (Be sure to cite all co-authors in a given reference.)

*Book.* Holsti OR. *Content Analysis for the Social Sciences and the Humanities.* Reading, MA: Addison-Wesley Publishing, 1969.

*Chapter in an edited book.* Rook Dennis. Researching consumer fantasy. In: Hirschman Elizabeth, editor. *Research in Consumer Behavior*, vol. 3. Greenwich, CT: JAI Press, 1988. pp. 247-70.

*Theses, reports, and other unpublished works.* Style as a journal article, with as much source information as possible.