

Style Guide for Submission to the Conference on Historical Analysis and Research in Marketing (CHARM) Proceedings

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Abstract

Purpose – The purpose of this paper is to establish the formatting requirements for initial submissions to the CHARM 2021 Conference as well as abstracts and papers accepted for publication in the CHARM 2021 Proceedings.

Design/methodology/approach - Use this Style Guide as a model of how your paper should look when it is submitted. Details are found under appropriate headings. Please refer to a recent issue of the *Journal of Historical Research in Marketing* for formatting issues not covered in this Style Guide.

Research limitation/implications - In order for any paper to be included in the Proceedings of the Conference for Historical Analysis and Research in Marketing, it must meet the guidelines described below. The deadline for submitting all manuscripts to the Proceedings editor is **TBC**.

Keywords – CHARM conference

Paper Type – Style guide

Introduction

Manuscripts should be prepared in **Microsoft Word**. Please format your initial submission in double spaced format. Submissions should contain a cover page which includes: (1) manuscript title; (2) author(s) name and title, (3) contact information, (3a) corresponding author (for co-authored works), (4) author(s) status (student, faculty or independent scholar), (5) paper vs. abstract designation, and (6) one or two recommended reviewers (requested). All cover pages should also include the following statement, “In the event this submission is accepted for presentation and publication in the CHARM Proceedings, I (or a co-author) intend to present our work at CHARM 2021.” Please use the ‘Properties’ function of MS Word to remove author information from the document file.

Once you have been notified that your paper has been accepted for inclusion in the CHARM Proceedings, please format your paper according to the Style Guide for Submission to the CHARM Proceedings (this document). Please follow all instructions precisely; papers that deviate cannot be accepted.

Length and settings

Authors may choose to publish either full papers or extended abstracts in the proceedings. Extended abstracts should be 1200 to 1500 words in length and include the research purpose, source material or data and sample references. The recommended full paper length is between 8000 and 10000 words (25 pages). If your paper runs longer than this, please consult the proceedings editor.

For the proceedings, all submissions (full papers and abstracts) should be single spaced. Margins should be set at 0.875" top and 1" bottom; 1.375" left and right. Paper size should be set for 8.5" by 11". Base font should be set to Times New Roman in a 10-point size. Tab settings should be 0.2", so that the first line of a paragraph is indented by that amount. All text should be fully justified. Use a one column format for the body of your paper. It should look like this document.

Paper title

The title should be printed in upper and lower case letters, 22-point Times New Roman font, and centered. Titles that fill more than one line should be single spaced, and each line centered. Try to format the title as an inverted pyramid.

The author(s) and affiliation(s) should be centered, single spaced, and typed on the second line below the title as shown above. Use a 12-point font. Do not use titles such as "Dr." or "Professor." Additional authors and affiliations should be stacked under the first with no spaces between. You should include only your institution's name, city, and country. Italicize your author affiliation information.

Abstract

Full papers should begin with a **structured abstract** set out under 4-7 sub-headings: Purpose; Methodology/approach; Findings; Implications/limitations either for further research, for practice, or for society; and the Originality/value of the paper. The maximum length of a full paper abstract is no more than 250 words. In addition, provide up to six **keywords** which encapsulate the principal topics of the paper and categorize your paper under one of these **classifications**: Research paper, Viewpoint, Technical paper, Conceptual paper, Case study, Literature review or General review.

After the final author affiliation, skip one line, type the subheading 'Abstract' in 10-point font, then type your abstract. The abstract should be single spaced. Font size should be 10-points. After the abstract, skip two lines, and begin the body of your paper.

Extended Abstracts

Extended abstracts, of 1200 to 1500 words, do not need to begin with a structured abstract. However, at a minimum, authors should include the research purpose, source material or data and sample references.

Body and spacing

The body of the paper should immediately follow the abstract. Use 10-point, Times New Roman font. Indent all paragraphs, except the first one under a heading, by 0.2". Single space the body of the paper. Double space before first and second level subheadings (in other words, leave one line blank). Subheadings that take more than one line should be single spaced. Do not double space between paragraphs.

Sub-headings within the body

No paper should have more than two levels of headings within the body. All subheadings should be in Times New Roman. First level subheadings should be left justified, in **bold**, and in a 10-point font. (For example, see the "Length and Settings" first level subheading.) Second level subheadings should be left justified, upper and lower case, in *italics*, and also in a 10-point font. Note that the first sentence under a heading is not indented.

Tables and figures

Tables and figures (e.g. charts, graphs) should be typed and included as part of the manuscript. They should not be submitted as separate elements. Supply succinct and clear captions for all tables and figures. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table or figure. Figures should be numbered consecutively, using arabic numerals (e.g. 1, 2, 3). Tables should be numbered consecutively, using roman numerals (e.g. I, II, III). Captions should be typed in 8-point font.

Images

Photographs and other images should be inserted into the text at the appropriate location. Please ensure that images are of sufficient quality and size as to be easily viewed by readers.

Endnotes and Appendices

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets, at the end of the related sentence, e.g.[1]. Endnotes should appear immediately after the body of the paper, but before the references. The word "Notes" should appear as a first level heading, i.e., left justified, bold, in 10-point Times New Roman font. Notes should be numbered consecutively with the first line indented 0.25". Appendices, if used, should follow the references. The word "Appendix" should be at the top of each appendix as a first level heading. If there is more than one appendix, number each one consecutively. Please do not to use proprietary

software packages such as EndNote because all endnotes in the proceedings will be formatted using Microsoft Word.

Citing references

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency.

You should cite publications in the text: (Jones, 2006, p. 3) using the author's name or (Jones and Shaw, 2006) citing both names of two, or (Jones *et al.*, 2006), when there are three or more authors. At the end of the paper a reference list should be supplied. The word "References" should appear as a first level heading. Entries must appear in alphabetical order, with a hanging indent of 0.5" after the first line. If several works are cited for any given author, use the same format. In other words, do not substitute a line for the author's name in subsequent listings. The format for commonly used reference materials is shown below:

- *For books:* Surname, Initials (year), *Title of Book*, Publisher, Place of publication.

Strasser, S. (1989), *Satisfaction Guaranteed: the making of the American mass market*, Pantheon Books, New York, NY.
- *For book chapters:* Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.

Witkowski, T.H., and Jones, D.G.B. (2007), "Qualitative historical research in marketing," in Belk, R.W. (Ed.), *Handbook of Qualitative Research Methods in Marketing*, Edward Elgar, Cheltenham, UK, pp. 70-82.
- *For journals:* Surname, Initials (year), "Title of article", *Journal Name*, volume number, pages.

Savitt, R. (2009), "Teaching and studying marketing history: a personal journey", *Journal of Historical Research in Marketing*, Vol.1 No. 2, pp. 189-199.
- *For journal articles with more than one author:* Surname, Initials and Surname, Initials (year), "Title of article", *Journal Name*, volume number, pages.

Bristor, J.M. and Fischer, E. (1995), "Exploring simultaneous oppressions: toward the development of consumer research in the interest of diverse women", *American Behavioral Scientist*, Vol. 38 No. 4, pp. 526-36.
- *For published conference proceedings:* Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.

Nevett, T. (1999), "The taxation of advertising media: Some lessons from the British experience 1797-1853", in Cunningham, P. and Bussière, D. (Eds.), *Marketing history: The total package*, Michigan State University, East Lansing, pp. 289-301.
- *For unpublished conference proceedings:* Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date).

Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

- *For working papers:* Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.

Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March.
- *For newspaper articles (authored):* Surname, Initials (year), "Article title", *Newspaper*, date, pages.

Smith, A. (2008), "Money for old rope", *Daily News*, 21 January, pp. 1, 3-4.
- *For newspaper articles (non-authored):* *Newspaper* (year), "Article title", date, pages.

Daily News (2008), "Small change", 2 February, p. 7.
- *For archival or other unpublished sources:* Surname, Initials, (year), "Title of document", Unpublished Manuscript, collection name, inventory record, name of archive, location of archive.

Litman, S. (1902), "Mechanism & Technique of Commerce", Unpublished Manuscript, Simon Litman Papers, Record series 9/5/29 Box 3, University of Illinois Archives, Urbana-Champaign, IL.
- *For electronic sources:* if available online the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed.

Castle, B. (2005), "Introduction to web services for remote portlets", available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 12 April 2019).

Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).

Page Numbering

Please do not insert any page numbers. Page numbers will be added by the proceedings editor once all papers have been compiled.

Initial Submissions

Full papers and abstracts should be sent to the **Program Chair**, Dr. Jeanie Wills, at jeanie.wills@usask.ca. The absolute submission deadline is November 27th 2020.

Accepted Papers

If accepted for the Conference, please submit your proceedings draft, formatted according to this style guide, via email attachment to the **Proceedings Editor**, Dr. Joanne McNeish, by TBC at the latest. Manuscripts not received by this time cannot be guaranteed publication in the proceedings.

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