

Style Guide for Submission to the Conference on Historical Analysis and Research in Marketing

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ABSTRACT

Research Purpose: The purpose of this paper is to establish the formatting requirements for initial submissions to the CHARM 2023 Conference as well as abstracts and papers accepted for publication in the CHARM 2023 Proceedings.

Design/method: Use this Style Guide as a model of how your paper should look when it is submitted. Details are found under appropriate headings. Note that these style guidelines have changed from the 2021 conference. The deadline for submitting your papers for consideration is November 26, 2022. Submit via email to CHARM2023Submissions@gmail.com

Findings: n/a

Research implications/limitations: For any paper/abstract to be included in the Proceedings of the Conference for Historical Analysis and Research in Marketing, please format it as described in this style guide.

Originality/value: n/a

Keywords: format, conference

Paper Type: Style guide

INTRODUCTION

Please format your paper according to this Style Guide. Note that for consideration for the conference please put the title and identifying information on a separate title page and then begin your submission on the next page. Put the title of the paper in the header of each page.

LENGTH AND SETTINGS

Authors may choose to publish either full papers or extended abstracts in the proceedings. The recommended full paper length is between 8000 and 10000 words (25 pages). If your paper runs longer than this, please consult the program chair. Extended abstracts should be 1200 to 1500 words in length.

All submissions (full papers and abstracts) should be single spaced. Margins should be set at 1" (2.54 cm). Paper size should be set for 8.5" by 11" (2.16 by 2.54 cm). Base font should be set to Times New Roman in 12-point size. Tab settings should be 0.2" (0.5 cm), so that the first line of a paragraph is indented by that amount. All text should be fully justified.

PAPER TITLE AND AUTHOR AFFILIATIONS

The title should be printed in upper and lower case letters, 18-point Times New Roman font, and centered. Titles that fill more than one line should be single spaced, and each line centered.

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 14-point font. Italicize your author affiliation information. Do not use titles such as Dr. or Professor. Additional authors and affiliations should be stacked under the first with no spaces between. Please include your institution's name, city, and country.

If any of the authors have an ORCID identifier, please include it under the institution's information. For submission to the conference, after the final author affiliation start a new page, type the heading Abstract in 12-point font and then following by the subheadings, type your abstract. The abstract should be single-spaced. Font size should be 12-point.

Once the paper has been accepted for the conference and the paper modified based on the reviewers comments, you will remove the page break so that the abstract follows the author affiliations on the same page as well as removing the title from the page header.

ABSTRACT

Full papers should begin with a structured abstract set out under four to seven sub-headings including:

- Research Purpose
- Design/Method
- Findings
- Research implications/limitations (either for further research, for practice, or for society)
- Originality/value

The maximum length of a full paper abstract is no more than 250 words. In addition, provide up to six keywords that encapsulate the principal topics of the paper. Categorize your paper under one of these paper types: Research paper, Viewpoint, Technical paper, Conceptual paper, Case study, Literature Review or General Review.

EXTENDED ABSTRACTS

Extended abstracts, of 1200 to 1500 words should include a one paragraph abstract and at least the following headings: Research Purpose and Design/Method, Source Material/Data, and Sample References.

BODY AND SPACING

The body of the paper should immediately follow the abstract. Use 12-point, Times New Roman font. Indent all paragraphs, except the first one under a heading, by 0.2" (0.5cm). 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, all words in capital letters, in bold, and 12-point font. (For example, see the "Length and Settings" first level subheading.) Second level subheadings should be left justified, upper with first letter of each word in capital letters, and 12-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, as should tables.

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 so as to be easily viewed by readers.

NOTES, ENDNOTES AND APPENDICES

Notes or Endnotes should be used only if absolutely necessary. They should 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 12-point Times New Roman font. Notes should be numbered consecutively with the first line indented 0.25" (0.64 cm).

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.

REFERENCES

References to other publications must be in APA 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 & Shaw, 2006) citing both names of two. If there are three or more authors then use the first author and et al. (Jones et al., 2006).

At the end of the paper, a reference list must be supplied. The word References should appear as a first level heading. Entries must appear in alphabetical order, with a hanging indent of 0.2" (0.5 cm) 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. Page numbers.

Witkowski, T.H. & 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 journal. *Journal of Historical Research in Marketing*. 1 (2). 189-199.

For journal articles with more than one author: Surname, Initials & Surname, Initials (year). Title of article. *Journal Name*. Volume (Number). Page numbers.

Bristor, J.M. & Fischer, E. (1995). Exploring simultaneous oppressions: Toward the development of consumer research in the interest of diverse women. *American Behavioral Scientist*, 38 (4). 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 dates 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. 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: URLt.

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> .

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. 3-4.

For newspaper articles (non-authored): *Newspaper* (year). Article title. Date. Page numbers.

Daily News (2008). Small change. 2 February. 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: The full URL should be supplied at the end of the reference.

Castle, B. (2005). *Introduction to web services for remote portlet*. Available at: <http://www-128.ibm.com/developerworks/library/ws-wsrp/>.

SUBMITTING YOUR PAPER TO THE CONFERENCE PROCEEDINGS

Once your paper has been accepted and you have made any adjustments according to the reviewers' comments, please submit your paper or extended abstract, formatted according to this style guide. Please submit a PDF file as an attachment to the Proceedings Editor, Dr. Joanne McNeish, by March 1, 2023. Manuscripts not received by this date cannot be guaranteed publication in the proceedings.

By submitting a paper to the Proceedings editor, you agree to have your paper or extended abstract published in the 2023 CHARM Conference Proceedings, hosted by Carleton University Library on an open access platform. The copyright of a paper published in the CHARM proceedings remains with its authors. CHARM is permitted to publish the work as part of the conference proceedings, and others will be permitted to download the work and share them with others as long as they credit author (s), but they can't change the work in any way, or use the work commercially (Creative Commons License: CC BY- NC-ND).

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