

## Paper Submission Guidelines

### General

The papers should preferably be linked to the theme of the conference; however, papers from any marketing area with interest of academics or practitioners will also be welcome. Kindly send all submissions to the email address: [ibaicm2014@iba.edu.pk](mailto:ibaicm2014@iba.edu.pk)

### Title Page and Author Information

This should begin with the title of the paper. Names of the author(s) and their institutions should be placed under the title along with contact details i.e. e-mail, phone/ cell. In the case of multiple authors, please indicate the corresponding author. There should be two separate paper submissions, one with title page and one without title page in order to ensure anonymity. The Presenting author should be marked with an \*.

### Abstract

A 500-700 words abstract should be on a new page and should not include any information that can identify the author(s) or their institution(s). Abstract should include purpose, geographic context, methodology, findings, contributions and limitations. A list of keywords (maximum 5) should be given.

### Paper Formatting

Main paper should start on a new page. Text should be in Times New Roman 12, line spacing 1.5, with a margin of one inch on all sides. Length of the paper should be between 5000-7000 words, excluding references. Each new paragraph should be indented. All lists should be either bulleted or numbered.

### Tables, Diagrams and Figures:

Tables, diagrams and figures should be embedded within the body of the paper. Table captions should be on top of table and figure captions on the bottom of figure. All captions should be numbered and italicized.

### References

Please follow the APA style of referencing. If needed, guidelines on the APA referencing style can be obtained at <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

### Review:

All articles will be double blind reviewed and the selected papers will be discussed in the conference. The best papers will be selected for the awards and for the publication purpose in Business Review. The judgment criteria include the overall quality of the paper, clarity of presentation, methodology, contribution and implications.