

**Title of no more than seven words**  
Begin each word with a capital letter.

[Blind submission -**DO not identify authors**]

**Short Abstract:**

A mini abstract of 150 words should be provided here. This mini abstract should be able to clearly and concisely communicate the key value of your paper. It should address the importance of the research, the method utilised, key findings and implications for theory and practice.

*Keywords: Up to three key words can be provided here.*

Note: The following section headings are indicative. A single blank line should be left between each new section. All text should be in Times New Roman, 12pt font using the left justified alignment. Page margins must be kept at 2.5cm. Line spacing is single.

### **Introduction and Research Aim**

In this section you should identify the context for the research; the main research question(s) you address and the 'so what' question or importance of the research. Make clear your contribution relative to extant research.

### **Background and/or Conceptual Model**

In this section you should address the conceptual and/or theoretical foundations for the research.

### **Methodology**

In this section you should succinctly address the research design, the rigour of the data collection process and the quality of the data.

### **Findings and/or Discussion**

In this section you should succinctly address the key findings so that the 'so what' question can be answered and easily determined by reviewers.

### **Implications for Theory and Practice**

In this section succinctly state how your research contributes to theory, influences stakeholder practice and may add value to society.

## **References**

References should be entered onto a separate page and must follow the referencing style of the *Australasian Marketing Journal* which is APA style <https://apastyle.apa.org/>

### **SUMMARY FOR TWO PAGE EXTENDED ABSTRACT**

In total your initial blind submission should be no more than four A4 pages.

**Page 1:** The paper title, short abstract (150 words) and up to three keywords;

**Pages 2 & 3:** Your paper

**Page 4:** References

### **SUMMARY FOR FIVE PAGE PAPER**

In total your initial blind submission should be no more than seven A4 pages.

**Page 1:** The paper title, short abstract (150 words) and up to three keywords;

**Pages 2, 3, 4, 5 & 6:** Your paper

**Page 7:** References