



Queensland University of Technology
Brisbane Australia



2010 INTERNATIONAL NONPROFIT AND SOCIAL MARKETING CONFERENCE (INSM)

INSTRUCTIONS FOR AUTHORS

Authors are asked to submit a two page paper for INSM review. These guidelines have been developed to meet E1 publication criteria¹. Social marketing authors may be invited to submit a full paper for review for Volume 1 of Emerald's newest journal, the Journal of Social Marketing, see www.emeraldinsight.com/jsocm.htm.

INSM Papers should be 2 pages. Five pages is the strict maximum, this includes references, appendices and title page.

Title page should contain:

- Authors name
- Authors affiliation
- A 150 word biography for the presenting author

Papers should be:

- Single spaced throughout
- Times New Roman 12-point font
- A4 size page formatting
- 2.5cm margins on all sides
- Avoid footnotes
- 2 pages, plus references, appendices and title page

Headings and sub-headings

Major headings should be centred and in bold type. The first letter of each major word should be capitalised. (Do not capitalise minor words, such as definite or indefinite articles or conjunctions, and do not use block capitals throughout the words. Do not use Microsoft Word "title case" function, as this capitalises minor words inappropriately.)

Sub-headings also should be in bold type face, but left justified, with the first letter of each major word capitalised. Sub-headings should have one single space line before and one single space line following.

¹ There are no restrictions regarding length of a publication that may be reported for E1 purposes. Publications must meet the definition of research in the HERDC specification, in particular, it must represent: "substantial scholarly activity, as evidenced by discussion of the relevant literature, an awareness of the history and antecedents of work described, and be provided in a format which allows a reader to trace sources of the work, including through citations and footnotes".

Figures and Tables

- Should be kept to a minimum.

If figures and tables are deemed essential:

- Should be integrated within the text as soon as convenient after they have been cited
- Headings should be bold, with leading capitals for major words (not block capitals), and be preceded and followed by one line
- Should be numbered and referred to by number
- Please only use black and white for figures and tables

Tables should consist of at least four (4) columns and four (4) rows; otherwise their results should be integrated in the text. Designate units (e.g., \$) in column headings. Align all numerals, including decimals. Refer to table in the text by number. Avoid using terms "above", "below" and "preceding" to refer to the table. If possible, combine closely related tables. Make sure the necessary measures of statistical significance are reported within the table.

Numbers within the text

Numbers up to nine (9) should be typed as words, e.g., two as opposed to 2, but 10 not ten.

Mathematical notation

Mathematical notation must be clear within the text. Equations should be centred on the page. If equations are numbered, type the number in parentheses flush with the left margin.

A marginal note should identify unusual symbols and Greek letters. If equations are too wide to fit in a single column, indicate appropriate breaks.

Reference Citations within the text

Citations in the text – (Jones and Smith, 2002). If practical, the citation should stand by a punctuation mark. Otherwise, insert it in a logical sentence break.

If a particular page, section, or equation is cited, it should be placed within the parentheses, e.g. (Jones and Smith, 2002, p.10).

For multiple authors, use the full citation for up to three authors; for four or more, use the first author's name followed by "et al." (in italics). A series of citations should be listed in alphabetical order and separated by semicolons (;).

Reference List Style

Same as for the Australasian Marketing Journal. References are to be listed alphabetically, last name first, followed by publication date. The reference list should be typed single space with one line between each entry. Do not use indents or tabs. Book and periodical titles should have leading capitals for major words only.

For articles in journals: Brodie, R.J., Danaher, P.J., 2000. Building models for marketing decisions: Improving empirical procedures. *International Journal of Research in Marketing* 17 (2-3), 135-139.

For books: Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T., 1996. *Marketing Management: An Asian Perspective*, Prentice-Hall, Singapore.

For chapters in books/collected volumes: Douglas, S.P., Morrin, M.A., Craig, C.S., 1994. Cross-national consumer research traditions. In: Laurent, G., Lilien, G.L., Pras, B. (Eds.), *Research Traditions in Marketing*. Kluwer Academic Publishers, Boston, MA, pp. 289-306.

For conference papers: Taghian, M., and Shaw, R.N., 2000. Industrial mail survey response: An experimental approach. In O'Casey, A. (Ed.). Proceedings of the Australian and New Zealand Marketing Academy Conference. Gold Coast: School of Management and Marketing, Griffith University, 1239-1243.

Note: If CD-ROM and no page numbers available, state 'CD Rom' rather than page numbers.

For hypermedia references: Adam, S., and Deans, K.R., 2001. Inter-study comparisons of small business internet use in Australia and New Zealand. In Ellis, A. (Ed.). Proceedings of AUSWEB01, The Seventh Australian World Wide Web Conference, Coffs Harbour: Southern Cross University. Available from <http://ausweb.scu.edu.au>, accessed 14 January 2002.

For unpublished works: Bloggs, F., 2002. Evaluating marketing websites: Relating design elements to earnings. Unpublished doctoral dissertation. Melbourne: Deakin University.