

MEA 2026 Submission Guidelines

Preparing your manuscript for submission

All manuscripts submitted to the *MEA Conference* must follow the general guidelines of the American Psychological Association Publication Manual (APA). Manuscripts must be double-spaced using Times New Roman, 12-point font, including the title page, abstract, text, references, appendices, tables, and figures.

The first line of all new paragraphs should be indented, and no extra blank lines should be inserted between paragraphs. When appropriate, use headings and subheadings to organize the manuscript. Tables and figures should be put in the appendix at the end of the manuscript.

Article files should be provided in Microsoft Word format. Follow the *Journal of Marketing Education* guidelines to use the APA reference style. View the [APA guidelines](#) to ensure your manuscript conforms to this reference style.

- *For Competitive, Position, and Student Papers:*

Papers should not exceed 12 double-spaced, typed pages, not including tables, figures, exhibits, and references. The Journal of Marketing Education format should be followed (<https://journals.sagepub.com/author-instructions/jmd>).

- *For Special Session Proposals:*

Special session proposals should be no more than 5 double-spaced, typed pages. They should include the purpose of your special session and the most important supporting literature. Describe the presentation format for a one-hour special session. Include discussions regarding how your research is useful or relevant to general marketing practices. References are required.

Submitting your manuscript

The online submission system requires only one file, which should include the manuscript and all its tables, figures, and other contents. *This file must not contain any information that would identify the author(s).*

Submit the manuscript through <https://cmt3.research.microsoft.com>. You need to register an account first if you are new to CMT platform. Check the following screenshot for your reference:

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