

# MEA 2024 Submission Guidelines

## Preparing your manuscript for submission

All manuscripts submitted to the *MEA Conference* must follow the general guidelines of the Publication Manual of the American Psychological Association (APA). Manuscripts must be double-spaced using Times New Roman, 12 Points Font and 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 at the end of the manuscript in the appendix.

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. Journal of Marketing Education format should be followed (<https://journals.sagepub.com/author-instructions/jmd>). The position papers may include the projects working in progress, practitioner collaboration, or marketing pedagogical practices in the classroom, etc.

- *For Special Session Proposals:*

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

## Submitting your manuscript

The online submission system requires two files:

- 1) One file should include the manuscript and all its tables, figures, and so on. *This file must not contain any information that would identify the author(s).*
- 2) The second file is the cover page, including the manuscript's title and author information (including affiliations).

Submit both documents 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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