**EMOK 2021 Conference: Guidelines for paper submission**

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**Abstract**

The proceedings of the 27th Conference of the Hungarian Association for the Education and Research in Marketing (EMOK) will be published electronically. The expected length of the papers is 6 to 10 pages. Below you will find the outline for the publication of the papers and the guidelines for the manuscripts to be submitted to ensure a uniform appearance.

To ensure the anonymity of authors, only the first page should contain any details about the author(s). This page will be hidden before the paper being sent to the reviewers. Please make sure that the remaining pages of the manuscript do not contain any information that could identify the author(s).

*Keywords: conference paper, formatting guidelines, paper submission*

Acknowledgments: This guideline for paper submission was made possible by the kind participation of all organizing committee members.

**1. Introduction**

The following guide will help authors to prepare the final version of their manuscript. It contains information on what is expected of the papers and also serves, in itself, as a template for the papers’ final formatting.

On Page 1, please include only the following elements: title of the paper, name(s) and data of the author(s), abstract (ca. 10-15 lines, 1000-2000 characters), keywords, and acknowledgements (see Section 2.1. and the sample above). Please, insert a page break at the bottom of the first page. *Do not exceed the one-page limit with the above-listed items*.

**2. Formatting requirements**

The formatting requirements for manuscripts are minimal, but please adhere to them fully to facilitate the editors’ work. All formatting in this information sheet follows the expected rules.

*2.1. General formatting of the first page of the paper*

* Title of paper in English (Times New Roman, 14-point font, bold, centered)
* 1 empty line (Times New Roman, 12-point font)
* First author’s name (Times New Roman, 12-point font, small caps, centered)
* First author’s academic degree, institution, e-mail address (Times New Roman, 12-point font, centered)
* 1 empty line (Times New Roman, 12-point font)
* Second author’s name (Times New Roman, 12-point font, small caps, centered)
* Second author’s academic degree, institution, e-mail address (Times New Roman, 12-point font, centered)
* 1 empty line (Times New Roman, 12-point font)
* The word “Abstract” (Times New Roman, 12-point font, bold, left justified)
* Text of abstract in English (ca. 10-15 lines, 1000-2000 characters) (Times New Roman, 10-point font, justified)
* 1 empty line (Times New Roman, 12-point font)
* Keywords: list of keywords (3-4 keywords) (Times New Roman, 10-point font, italic, justified)
* 1 empty line (Times New Roman, 12-point font)
* Acknowledgements: if your research or paper publication is supported by a project, you can write it here (Times New Roman, 10-point font, justified)

*2.2. Basic formatting requirements*

* File type of document to be submitted: „.doc”, or „.docx” file extension.
* The filename of the saved document must not contain any reference to the author's name. The filename should be an abbreviation of the title of the paper, without accented letters.
* Page setup, font, spacing: A/4 paper ratio, 2.5cm margins at all sides, Times New Roman, 12-point font, simple spaced, justified.
* Spacing: *Do not use any automatic spacing* (even after figures and tables)! Between sections, and before and after figures and tables, use one empty line.
* Headings: do not use Word’s automatic heading style, just plain text. Use only headings and sub-headings. Sub sub-headings should be avoided. (See present information sheet as example.)
* Major Heading (Times New Roman, 12-point font, bold, justified). One empty line before and after.
* Sub-heading (Times New Roman, 12-point font, italic, justified). One empty line before, no empty line after.
* *Please do not use automatic numbering when allocating numbers to your headings.*
* Emphases: *in italics*.
* Abstract: Ca. 10-15 lines. A brief summary of the study.
* Footnotes: *Footnotes should be avoided unless necessary*. Footnotes contain additions to the main body of text (should be numbered consecutively throughout the text with superscript Arabic numerals). Use footnotes, end notes should be avoided. A footnote should not exceed 1 paragraph.
* Lists and numbering: When using lists, do not use more than two levels.
  + Notation: Level 1: “•”, Level 2: “−”; or, in case of numbered lists: Level 1: “1., 2., 3., …”, Level 2: “a., b., c. …”.
  + The first and second levels should be visually separated.

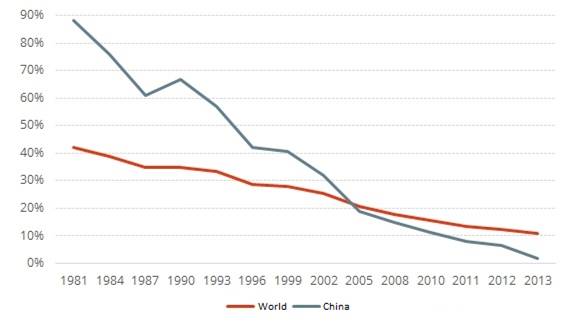
When structuring your manuscript, please consider the following chapter divisions as a starting point: 1. Introduction; 2. Literature review and methodology; 3. Results; 4. Conclusions and suggestions; 5. Summary. (Depending on the nature of your manuscript, a different division is also possible.)

*2.3. Formatting of figures and tables*

* Use a maximum of 4-5 tables and figures per study.
* All tables and figures should be numbered and titled (tables and figures should be numbered separately). *Do not use automatic numbering*.
* Title of tables/figure: Times New Roman, 12-point font, bold, centered
* An empty line must be inserted before and after a figure or table.
* All figures and tables must be referred to in the body of text.
* The source should be indicated below the tables and figures, in accordance using the standard source referencing style. Notes and explanations of tables and figures should also be featured under tables and figures.
* Please follow the formatting of the example figure (Figure 1) and table (Table 1) below.

Figure 1

**Proportion of the population with a daily income of less than $1.90 USD (at 2011 purchasing power parity)**



Source: World Bank (2014)

Table 1.

**Library use habits of children under 14**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Year** | **Enrolled readers (pers.)** | **Library visits (pers.)** | **Borrowers (pers.)** | **Borrowed library units (pcs)** |
| *(in 000)* | | | |
| 1970 | 586 | 7811 | n.a. | 18538 |
| 1980 | 660 | 7839 | n.a. | 17776 |
| 1990 | 645 | 9271 | 5543 | 14957 |
| 2000 | 497 | 6143 | 3888 | 10582 |

Source: own elaboration

**3. Formatting of references**

For in-text references, please indicate the author's surname (in all caps) and the year of publication in brackets, e.g. (PORTER, 1990).

For verbatim citations, the page number is also required in the following format: (PORTER, 1998:76) or (PORTER, 1998:76-94).

For publications by two authors, include the names of both authors, separated by a hyphen (GELEI – NAGY, 2005).

For publications by three or more authors, the first author's surname is followed by "et al." (MASKELL et al., 1998).

It is important that all works cited be featured in the bibliographic references at the end of the text, sorted alphabetically by (first) author.

In addition, the bibliographic references should only feature works that are referenced in the main text.

The bibliographic references are to be presented in the format of Section 4.

**4. References**

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