

PAPER/ABSTRACT FORMAT GUIDELINES

The full version of your manuscript should be formatted as per the guidelines given below. The submitted paper must be in Microsoft Word format and should not be longer than **six (6) pages** including all the text, figures, tables, and references. Manuscripts must be written in English and should be submitted initially through EasyChair. However, the camera ready paper should be submitted to the conference Scientific Secretariat by being attached to an email, in .doc format, and sent to the following email: iccmi2018@mkt.teithe.gr.

The paper should include: title, author's name(s), affiliation and address, acknowledgement (if it is necessary), abstract (200 words maximum), an introduction, content, a conclusion, and a reference section.

Page format

Papers should be typed on A4 (210x297 mm) size paper, using PC-based Microsoft Word software (any version) formatted with single columns and should be single-spaced, 10 point Times New Roman font, with 1cm margin from all sides (Top-1 cm, Right-1 cm, Bottom-1 cm, Left-1 cm). Do not add page numbers to your paper. They will be inserted later.

Title

The title of the article should be written in three line spaces (point 10) down from the top of the typing area, size 14 point, bold, centered. Only the first letter of the first word should be a capital and the rest in lower case letters, unless proper nouns are used.

Names of authors and affiliations

The names of the authors should be written in lower case letters; bold letters, point 11, centered and separated from the title by one line space. The name(s) of the author(s) should be written with the surname in full and just the initial of the first name (e.g. P. Kotler). The name of the authors should be followed by their affiliations: organization and full address, centered, point 10 characters. Please specify by asterisk the corresponding author. Leave one line space and write the author's email only, centered, point 11 characters.

Abstract - Keywords

Provide a structured abstract consisting of maximum 200 words, in Times New Roman, 10 pt, italic type, justified alignment and separated by the e-mail of the corresponding author by one line space. The Abstract should be headed by the word **Abstract**, and separated by the e-mail, phone or fax of the corresponding author by one line space. Write the text of the abstract starting from a new line. In a new line, after the last line of the abstract, put the word *Keywords* followed by up to five keywords that best fit to the content of your article, in Times New Roman, 10 pt, italic type, justified alignment.

Headings

Leave one line space from the keywords and start writing the main text of the article. Headings should be aligned left, and consecutively numbered (e.g. **1. INTRODUCTION, 2. MARKETING METHODS**, etc.) in Times New Roman, 10 pt. The main headings should be separated by one line space from the text above and below, in bold capital letters. The secondary headings should be separated by one line space from the text above, in bold characters and consecutively numbered (e.g. **1.1 Literature Review, 1.2 The Current Situation**, etc.). Only the first word should be a capital and the rest should be lower case letters, in bold characters.

Figures and Equations

All figures and equations are to be included within the prescribed page limit, should not exceed the margins of the typing area and should be consecutively numbered. Figures (drawing, graphs and

photos) are to be numbered sequentially using Arabic numerals. Insert the word “**Figure**” and the corresponding number (in bold characters) and then the figure caption below the figure, typed preferably in 9pt, Times New Roman. Figure numbering should be in the order that they are first cited in the text and as close as possible to their first citation. Figures should be referred in the text by Figure 1, Figure 2 and so on.

Tables

Tables are to be numbered sequentially using Arabic numerals and have the caption placed above, typed preferably in 9pt, Times New Roman and centered. Write the word “**Table**” and the corresponding number (in bold characters) and then the table caption above the table columns. Table caption should be separated by the text above by one line space. Tables should be referred in the text by Table 1, Table 2 and so on.

Acknowledgements

This section should come before the References. Funding information may also be included here.

References

References should be complete and follow the *APA Style*. A complete list of references should be cited and arranged in alphabetical order according to the surname of the first author. References by the same author will follow a chronological sequence, i.e., (Briley et al., 1997) precedes (Briley et al., 2003). Article titles and journal names should be mentioned in full. Typeset reference in 10pt, Times New Roman, single-spaced. In the text, references are cited using the author/date style following the APA Publication Manual. Examples of bibliographical description in reference list [Times New Roman, 10 pt, left alignment]:

1. *For books:* Surname, Initials (year), *Title of Book*, Publisher, Place of publication. e.g. Piper, A. (2010), *The digital fight*, Wiley, London.
2. *For book chapters:* Surname, Initials (year), "Chapter title", Editor's Surname, Initials (Ed.), *Title of Book*, Publisher, Place of publication, pages. e.g. Niger, L.W. (1997), "Information Management", in Pager, B. (Ed.), *Management*, McGraw-Hill, NY, pp. 230-290.
3. *For journals:* Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages. e.g. Palyvou, A., and Ioannou, T. (2001), "The antagonism of current multicultural enterprises ", *Journal of International Marketing*, Vol. 11 No. 7, pp. 78-121.
4. *For published conference proceedings:* Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers. e.g. Pavlou, C., and Bierg, E. (2001), "The concept of financial marketing", in *Contemporary Marketing Issues 2001 Proceedings of the International Conference in Thessaloniki, Greece, 2001*, University of Macedonia, Thessaloniki, pp. 310-321.
5. *For electronic sources:* if available online the full URL should be supplied at the end of the reference, as well as the date that the resource was accessed.
e.g. Timou, T. (2009), "The technological financial crisis", available at: <http://www.ft.news.125/dbfg236.php> (accessed 15 March 2010). Standalone URLs, i.e. without an author or date, should be included either within parentheses within the main text, or preferably set as a note (roman numeral within square brackets within text followed by the full URL address at the end of the paper).