Global Landscapes Conference (GLC) 2015
PROCEEDINGS GUIDELINES

Submission Deadline: May 1, 2015

Papers and Extended Abstracts

The preferred way to submit material to the Program Chair is by email using Microsoft Word.

**Email Submission:** Please submit your paper or extended abstract by email. Be sure to attach a Word document only. These files should be sent directly to Dr. Bindu Vyas at BinduVyas@kings.edu. Please note that no other form of attachment can be accepted.

**General Information**

1. Be sure to enclose the mailing address, telephone and fax numbers, and email addresses for all authors.

2. The paper or abstract must start with the full title, centered in capitals, bold print, and in 18 point Times New Roman font. Following a blank line, each author and university or organization affiliation must be shown in Times New Roman 10 italics, bold print, one author per line. No titles (Dr. Mr. Mrs., etc.) are to be used, nor should rank be indicated. One blank line must follow the last author’s name and then draw a line across the page. Please, do not use a type-face other than Times New Roman.

3. Single space the text. Double space between paragraphs and indent the first line 0.5 inch using the tab key. Use full justification.

4. Spell check all work before submitting it and correct any grammatical errors. Also, edit the paper to address the comments and suggestions of the reviewers.

**SPECIFIC REQUIREMENTS FOR PAPERS**

1. After the line which appears below the last author’s name, double space, center and type the heading **ABSTRACT**, in Times New Roman 10 point *italics*, **bold**, and all **CAPITALS**. All papers **MUST** have an abstract of no more than 100 words in Times New Roman 10 point *italics*. Double space and then draw another line (**see format above**).
2. The next heading is **INTRODUCTION** - centered, CAPITALIZED, **bold**, and in Times New Roman 10 point type. Double space before and after every heading. All major headings **MUST** follow this format. Secondary headings **MUST** be in **bold** print, left justified, first letter capitalized then lower case, with a space above and below each heading.

3. **IMPORTANT:** No FOOTNOTES and no PAGE NUMBERING please. Any paper submitted with footnotes or page numbers will be returned to the authors for reformatting and resubmitting if there is adequate time. Otherwise it will not be included in the Proceedings.

4. When citing references within the text, please use (parentheses) and *Journal of Marketing* style. If you are not aware of the *Journal of Marketing* style, you are also permitted to use the APA style.

5. Tables, figures, and charts should be computerized using Word 2003. Use the table function format if possible. If not, use tab setting and NOT spaces for table setup. You may submit camera-ready copy, if desired, but do NOT send reduced size photocopy of tables - send originals. Dot Matrix printout is NOT acceptable. Figures and Graphs should be camera-ready copies. Place all tables, graphs, and figures in the text where they should appear.

6. A complete list of “REFERENCES” in *Journal of Marketing* style is required at the end of the paper. Please, insert one blank line between each reference. “References available upon request” or similar phrases are **not acceptable**. Only the references cited in the paper should appear in this section. Use *Journal of Marketing* reference style throughout the paper except as stated herein. Publication names must be **italicized**. Do not indent or tab in the reference section and use **Times New Roman 10 point type**. Use (parenthesis) to enclose the year and the month or issue number. Make sure that you have all references cited and included in the list of references.

**SPECIFIC REQUIREMENTS FOR EXTENDED ABSTRACTS**

(i). After the line, which appears below the last author's name, double space, center and type the heading **ABSTRACT**, in Times New Roman 10 point **italics**, **bold**, and all **CAPS**.

(ii). Single space the text of the abstract. Do not use italics. Double space between paragraphs and indent the first line five spaces **using the tab key**. **Use full justification**.

(iii). Abstracts should not exceed 1 page in length.

(iv). At the end of the abstract put a line, then double space and enter author name and address.

Should you have questions, please contact Dr. Bindu Vyas at binduvyas@kings.edu

All papers and abstracts need to be received by May 1, 2015.