

INFORMATION FOR AUTHORS

AAA 2010 European Conference

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Order of Inclusion

A. Front Matter

First Page: Title of paper, name and position of author(s), and each author(s)' complete contact information (complete postal address, phone number, fax number, and e-mail address).

Manuscripts received without complete contact information for each author will be desk rejected.

Second Page: Provide the following information for each author: name, highest degree held and awarding school, current title or position, current organization or institution, and e-mail address.

Example: Les Carlson (Ph.D., University of Nebraska), Professor of Marketing, College of Commerce & Industry, Clemson University, carlsol@clemson.edu. If you have any acknowledgements of assistance, please place these on the second page under the author(s)' information. Per the request of the American Academy of Advertising Publications' Committee, please disclose all sources of funding for the present manuscript.

Third Page: Title of paper without names of the author(s) and a brief abstract of no more than 100 words summarizing the article. Make sure the abstract walks the reader through major aspects of the article. Begin page numbering on this page, placing the numbers at the bottom center. This page will be Page 1.

B. Body of Text

Text begins on the fourth page (page 2 on the numbered pages). The title of the paper should not appear again at the top of this page. First-level headings (major headings) should be centered, second-level headings are to be flush left, and third-level headings are to be indented, followed

by a period. The related copy begins immediately thereafter. Headings should be a boldface type in upper/lower case. Font for the entire manuscript should be 12 point Times Roman or the equivalent.

Do not begin with the heading "Introduction." Of course, the first several paragraphs will be the introduction, but do not label it as such.

Footnotes should be avoided. In an extraordinary case when a footnote is needed, number it within the body of the text, and place the note text just before the references.

Manuscripts should not normally exceed 30 pages, DOUBLE-SPACED including all appendices, tables, figures, and references.

Throughout the manuscript, use only one space – not two – after punctuation. This includes all types of punctuation (eg., colons, periods, etc.).

C. Appendices

Appendices may be used to include mathematical, highly technical material or advertising stimuli that supports the main text but is not critical to the reader's interpretation of the text. Label these "Appendix 1," "Appendix 2," etc. They must be referred to in the text of the article, but are not to be designated for placement (unlike tables and figures - see below).

If you have conducted experimental work or you have used any type of advertising as part of your research, please include your advertisements or related stimuli as an Appendix to your paper. This Appendix does not count toward your 30-page limit and does not have to be referred to in the text.

D. Tables and Figures

Each table or figure should be placed on a separate page and numbered consecutively beginning with Table 1 and Figure 1. A table or figure should not be included unless it is referenced in the text of the article. In the paper, tables come first followed by figures. Placement in the text should be indicated as follows:

Place Table 2 about here

Review a recent copy of JA for guidance in the format and titles for tables and figures. The table or figure number and title should be typed on two separate lines in boldface type under upper/lower case. Example:

Table 1
Advertising Message Involvement Items

Footnotes in tables and figures should be designated by superscript numbers that correspond to notes at the bottom of the table or figure (outside the box or line).

E. References

References within the text should include the author(s)' last name(s) and year of publication with no comma immediately preceding the date, enclosed in parentheses. Example: (Brown and Peterson 1993). If practical, place the citation just before the punctuation mark, preferably at the end of a sentence. If the author(s)' names are used within the text sentence, place the year of publication in parentheses. Example: "The results reported by Brown and Peterson (1993) provide evidence of ..." If a particular page or section is cited, it should be placed within the parentheses. Example: (Brown and Peterson 1993, p. 73) or Brown and Peterson (p. 73) depending on the context. For multiple authorship articles, use up to three names in the citation. With four or more authors, use the first author's name and et al. Example: (Cravens et al. 1993) or Cravens et al. (1993), depending on the context.

A listing of references in alphabetical order should appear at the end of the manuscript (starting on a separate page), listed by the first author (last name/first name/middle initial), all other authors (first name/middle initial/last name), and then year of publication. Complete names, not initials, of each author are to be cited. Example: list Cravens, David W. not Cravens, D.W. Articles by the same author(s) with the same publication year should be distinguished by a lower-case letter after the date. Example: 1992a and 1992b. For authors cited more than once, substitute six hyphens (dashes) for each repeated name in the reference list. Generally, within a series of articles by the same first author, list any single-author papers first (ascending date order) followed by any two-authors (also in ascending date order), then papers by three authors, four authors, etc. Examples:

Churchill, Gilbert A., Jr. (1996), "Better Measurement Practices Are Critical to Better Understanding of Sales Management Issues," *Journal of Personal Selling & Sales Management*, 12 (Spring), 73-80

_____, Neil M. Ford, Steven W. Hartley, and Orville C. Walker, Jr. (1985), "The Determinants of Salesperson Performance: A Meta-Analysis," *Journal of Marketing Research*, 22 (May), 103-18.

Rackham, Neil, and John DeVincintis (1999), *Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value*, 1st ed., New York: McGraw Hill.

Walker, Orville C., Jr. (1979), "Where Do We Go from Here? Selected Conceptual and Empirical Issues Concerning the Motivation and Performance of the Industrial Salesforce," in *Critical Issues in Sales Management: State-of-the-Art and Future Research Needs*, Gerald Albaum and Gilbert A. Churchill, Jr., eds., Eugene, OR: College of Business Administration/University of Oregon, 10-75.

The second in a pair of page numbers should be elided as follows: DO - 100-103; 125-37; 108-25; 150-59. DONT - 100-3; 140-9.

Specific Details

A. Numbers

In accordance with the University of Chicago style manual, numbers under 10 are to be spelled out (seven-point scale, 11-point scale), unless they are accompanied by a symbol 7%, \$1.00). When a number is used to begin a sentence, it should always be spelled out (Ninety-six subjects saw...).

B. Statistics

Do not underline statistics; rather italicize all of the following letters: *F*, *M*, *p*, *df*, *r*, and *t*. Do not italicize Greek letters, SD (standard deviation), or NS (not significant). Please use “x” to represent interaction terms. Use *M* to represent means, and appropriate subscripts when discussing means of subgroups (MFemales = 3.16). Leave a space between operational signs and numbers ($F(2, 194) = 2.98, p < .03$). Center equations and number them if more than one is used. For example:

$$Y = a + 4.46 X1 \text{ (1)}$$

$$Y = a + 3.01 X1 \text{ (2)}$$

C. Hypotheses

Indent hypotheses with the hypothesis number in boldface. For example:

H1: Authoritarian and indulgent mothers are more likely to agree that governmental regulation is needed to mediate the effect of television on children than authoritarian and neglecting mothers.

When referring to a hypothesis in the text, spell it out (hypothesis 1).

D. Quotations

Quotations under 100 words should be placed within the text and not indented. Double quotation marks should be used to start and complete quotations placed within the text. All quotations from published sources must include full citations including page numbers. Quotations from personal sources (such as interviews) should be indented and blocked with the person’s name in italics and placed before the quotation.

E. Headings

Manuscript headings should appear as they would in a *JA* article. Primary headings should be capitalized, bold and centered as follows:

PRIMARY HEADING

Secondary Heading

Tertiary headings should be initial capped, italicized, indented, and followed by a period, as follows:

Tertiary Heading.

SPECIAL REQUIREMENTS: METHODS

For empirical articles, authors must systematically document information about the sample(s), as well as the relationships among variables. In addition, complete information should be provided (concisely in the text or a table) about the sampling procedure (type, selection method), method of contact, sponsorship (if applicable), incentives (if any) provided to participants, number in the sampling frame, response rate, domains from which the sample was drawn, geographic scope of the sampling frame, as well as respondent characteristics including age, gender, length of service, experience level, and any other relevant characteristics. It is expected that means, standard deviations, inter-correlations, and reliability/validity indices will be provided for all measures in the study. Generally, all scale items not drawn from previously published literature should appear in a table or in an appendix (depending on how extensive the list).