

ICORIA STYLE SHEET FOR SUBMISSIONS

Page Set-Up:

Margins: Set margins to 2.5 cm for Top and Bottom, and 2.5 cm for Left and Right.

Paper Size: A4 (21 cm x 29.7 cm)

Justification: Full (except for headings, as specified below)

Spacing: Single-spaced

Font: Times New Roman, 12 point

Page numbers: right upper corner (do not number title page)

Title page (First page of manuscript):

Top of page: FULL TITLE (centered, all caps, bold)

Two blank lines

Author Names, University Affiliation, Country (Center-justified, upper- and lowercase, one author per line, no title, no rank, no university addresses)

Two blank lines

Full contact information for corresponding author: Corresponding author name, university affiliation, postal address, e-mail address, daytime telephone number (fax number optional)

Manuscript:

Start manuscript on new page after the title page (start numbering manuscript pages at 1)

Top of first page: FULL TITLE (centered, all caps, bold) (repeat title from title page)

Blank line

Heading - ABSTRACT (centered, all caps, bold)

Blank line

The abstract paragraph (max. 100 words, full justification)

Blank line

Follow by body of text on first page

Body of Text:

Single-spaced, full justification, paragraphs, no indent.

First heading of the body should be PURPOSE OF THE STUDY or INTRODUCTION (centered, bold, all caps).

Text should follow, using appropriate major headings (centered, bold, all caps) where necessary.

Primary headings should be centered, bold, all caps, with a space above and below the heading.

Secondary headings should be left-justified, bold, first letter of each major word capitalized, with a space only above the heading.

Tertiary headings should be left-justified, italics, only the first letter of the heading capitalized, with no spaces above or below the heading.

Tables and Figures:

Do not include tables and figures in body of text, but on separate pages at the end of the manuscript. All tables and figures must be in electronic form and ready for printing. Authors are responsible for making sure that tables and figures are formatted correctly. Any papers with formatting problems will be returned to the authors via email for correction. Tables must fit in an A4 format with margins set as outlined above.

References:

References in text: (Keller, 2003); (Keller and Aaker, 1992); (Keller et al., 2005) (for three authors or more).

A **list of references** is required at the end of the paper. Use referencing style as follows:

De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Fair trade beliefs, attitudes and buying behaviour of Belgian consumers, International Journal of Non-Profit and Voluntary Sector Marketing, 11(2), 125-138.

De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Marketing ethical products: what can we learn from fair-trade consumer behaviour in Belgium?, in: E. Zaccai (ed.): Sustainable consumption, ecology and fair trade, London: Routledge, 109-126.

For all references: use full justification; single space; indentation: hanging by 0,7 cm.

Maximum Length:

Five (5) single-spaced A4 pages (excluding title page, tables, figures and references).

Example:

Below follows an example of the manuscript setup:

TITLE OF THE PAPER

Nathalie Dens, University of Antwerp, Belgium
Patrick De Pelsmacker, University of Antwerp, Belgium
First name Last name, University, Country

Corresponding author:

Nathalie Dens

University of Antwerp

Prinsstraat 13

2000 Antwerp

Belgium

Email: nathalie.dens@ua.ac.be

Tel: +32 3 275 50 43

(Fax: +32 3 275 50 81) (Fax number optional)

TITLE OF THE PAPER

ABSTRACT

This article directly compares the effects of emotional print advertisements and emotional Internet advertisements on consumers. In particular it analyses whether Internet advertising is able to convey emotions to the same degree as print ads. The study was carried out for two different perfume brands in Germany and France. The study shows that there are hardly any differences between the Internet ad and the print ad with regard to the variables used in the study. Therefore it can be assumed that Internet ads trigger reactions similar to print ads and that the Internet is a suitable medium for conveying emotions through advertising.

INTRODUCTION

Many advertising campaigns focus on emotional strategies, a focus that corresponds to an important trend in consumer behavior (Johnson and Stewart, 2004). Whereas print and TV ads often use an emotional appeal, Internet ads and websites for the same brands are more often information-based and trigger fewer emotions. Consequently, companies fail to reap the benefits of an integrated communication. Integrating communication means to use the same contents, emotions, pictures and slogans in all implements of the campaign's communication mix.

THEORETICAL BACKGROUND

There exists little research that

Hypotheses Development

Literature indicates

REFERENCES

- De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Fair trade beliefs, attitudes and buying behaviour of Belgian consumers, International Journal of Non-Profit and Voluntary Sector Marketing, 11(2), 125-138.
- De Pelsmacker, P., Janssens, W., Sterckx, E., Mielants, C. (2006). Marketing ethical products: what can we learn from fair-trade consumer behaviour in Belgium?, in: E. Zaccai (ed.): Sustainable consumption, ecology and fair trade, London: Routledge, 109-126.