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Paper Size: A4 (21 cm x 29.7 cm)

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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.

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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. Zaccarà (ed.): Sustainable consumption, ecology and fair trade, London: Routledge, 109-126.

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