



## Icoria Style Sheet for Submissions

Please email document 1 and 2 as Word (.doc) version and document 3 as a blind PDF document.

### 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).

### Document 1 (Word document): Manuscript including title page

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).

On this page, please clearly indicate if you want to be nominated for the Best Student Paper Award. For a paper to qualify for this award, the lead author on the paper must be a Ph.D. candidate at the time that the manuscript is submitted.

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.

### Document 2 (Word document): Extended abstract\*

\* only needed if you want to publish an extended abstract instead of a five-page manuscript in the proceedings

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 Extended Abstract (max one page, full justification).

On this page, please clearly indicate if you want to publish a one-page executive summary or a five-page manuscript in the proceedings (to be distributed on USB drive to the participants of the conference).

### Document 3 (blind PDF document without title page): Manuscript

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).

### List of references

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. Zaccarì (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).