

RESEARCH/STUDENT

Guidelines for a RESEARCH paper submission to the 4th European Social Marketing Conference, Antwerp 2018

For further questions about making a submission please contact the conference team at
euro@wsmconference.com
Or by calling +44 (0)1543 439 706

The European Social Marketing Association and our partners invite submissions to be considered for presentation at the European Social Marketing Conference 2018.

Thank you for taking the time to download this guidance document. We hope it helps you make the most of your submission to the 4th European Social Marketing Conference. The following document will give you clear overview of who should make a research/student paper submission, a more detailed overview of the conference tracks and themes and a run-through of things to consider when completing your submission template.

Should I make a research/student paper submission?

This stream of research paper submissions for the European Conference is intended for academic papers, research, theoretical work and case study reports.

Submissions should be focused on Social Marketing strategy, projects, campaigns, interventions, policy, systems, design and or products; however, they may also be focused on the development of new concepts, ideas or theories related to Social Marketing. The area of study or analysis may concern large scale issues, national or international interventions or smaller local, pilot or developmental projects concerning smaller or more targeted groups.

Guidance for research/student paper submissions – EasyChair portal

When you submit your research submission via the EasyChair portal please:

- 1) Indicate which of the eleven conference tracks your research/student paper is submitted under (see below)
- 2) Complete all requested information about submitting authors
- 3) Enter your session title and abstract from the submission form into EasyChair
- 4) Select “Research / Student Submission” in the Submission type category area
- 5) Upload your completed research/student submission template to EasyChair (see below for instructions)
- 6) Optional: upload video assets (if supporting video assets are available these can be uploaded as .MPG or .AVI files no larger than 50MB)

The first five steps are mandatory for the submission of a practice paper. Incomplete submissions will not be considered.

Conference Tracks in Detail

Track	Descriptor
1. New theories and methods being used in social marketing	New theory approaches, techniques and technologies and how they are being applied in social marketing.
2. Upstream social marketing, policy and stakeholder engagement	Systems analysis, research and solutions including upstream action, critical marketing and developing cross-sector solutions to social policy planning and delivery.
3. Health and well-being	Delivering programmes to reduce communicable and chronic disease and promote mental and physical health.
4. Environment, ecology and sustainability	Influencing the behaviour of citizens, governments and corporations to promote sustainability, the protection and preservation of species and prevent climate change.
5. Social Impact investing	How social impact investing, ROI and VFM can be approached and applied in social marketing.
6. Scaling up and sustaining projects	Examples of how projects and pilots can be or have been scaled up to achieve population impact.
7. Contribution of the arts to social marketing delivery	How all forms of art can be used in research piloting implementation and evaluation of social marketing interventions.
8. Promoting the application of social marketing	How social marketing can be promoted to policy makers, planners, professionals and citizens. Theory and practice examples.
9. The implementation challenge, solving problems and overcoming barriers	Interactive problem-solving sessions focused on real developing projects and analysing current health, social, environmental and other forms of social policy challenges.
10. Outcome focused planning, delivery and evaluation of action	How and why social programmes should be and can be set up in such a way that they have clear and measurable social, health, wellbeing or environmental benefits.
11. Migration, integration and community cohesion	How can social marketing theory and practice be used to ensure that economic migrants, asylum seekers and local populations are encouraged to act in way that promotes both individual, social wellbeing and integration.

Submission format

The page limit is five (5) A4 sides (inclusive to the abstract, figures, tables, etc.). PLUS the title page and two pages of references. Submissions must fall within the page limit highlighted on each submission template.

- A4 size page formatting
- 2.5cm margins on all sides
- Text should be single-spaced
- Times New Roman 12-point font
- Title should be no more than 12 words in length
- Abstract should be no more than 500 words.
- Major headings should be centered and in bold type, and the first letter of each major word should be capitalized; a single blank line should precede and follow each major heading.
- Sub-headings should be in bold type face, left justified, with the first letter of each major word capitalized; and a single blank line should precede each sub-heading.
- No lower-level headings should be used (i.e., just major headings and sub-headings).

Figures and tables

- Should be integrated within the text (not at the end of the paper)
- Figure and table headings should be concise but informative, in bold, with first letter of each major word capitalized; a single blank line should precede and follow each table or figure heading.
- Should be numbered and referred to by number

Citations and References

Please follow the referencing conventions as used by the [Journal of Social Marketing](#).

Citations within the text

- All citations should include author names and year of publication; where possible they should be followed by a punctuation mark. [for example "Mary had a little lamb (Fox and Brown, 2012); its fleece was white as snow (French and Wise, 2014).]
- For three or more authors, use the first author's name followed by "et al." (in italics).
- A series of citations should be listed in alphabetical order and separated by semicolons. [for example (Fox and Brown, 2012; French and Wise, 2014).]

Reference list

Please follow the referencing conventions as used by the [Journal of Social Marketing](#).

For books

Surname, Initials (year), *Title of Book*, Publisher, Place of publication.
e.g. Harrow, R. (2005), *No Place to Hide*, Simon & Schuster, New York, NY.

For book chapters

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, *Title of Book*, Publisher, Place of publication, pages.

e.g. Calabrese, F.A. (2005), "The early pathways: theory to practice – a continuum", in Stankosky, M. (Ed.), *Creating the Discipline of Knowledge Management*, Elsevier, New York, NY, pp. 15-20.

For journals

Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.

e.g. Capizzi, M.T. and Ferguson, R. (2005), "Loyalty trends for the twenty-first century", *Journal of Consumer Marketing*, Vol. 22 No. 2, pp. 72-80.

For published conference proceedings

Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceeding which may include place and date(s) held*, Publisher, Place of publication, Page numbers.

e.g. Jakkilinki, R., Georgievski, M. and Sharda, N. (2007), "Connecting destinations with an ontology-based e-tourism planner", in *Information and communication technologies in tourism 2007 proceedings of the international conference in Ljubljana, Slovenia, 2007*, Springer-Verlag, Vienna, pp. 12-32.

For unpublished conference proceedings

Surname, Initials (year), "Title of paper", paper presented at Name of Conference, date of conference, place of conference, available at: URL if freely available on the internet (accessed date).

e.g. Aumueller, D. (2005), "Semantic authoring and retrieval within a wiki", paper presented at the European Semantic Web Conference (ESWC), 29 May-1 June, Heraklion, Crete, available at: <http://dbs.uni-leipzig.de/file/aumueller05wiksar.pdf> (accessed 20 February 2007).

For working papers

Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.

e.g. Moizer, P. (2003), "How published academic research can inform policy decisions: the case of mandatory rotation of audit appointments", working paper, Leeds University Business School, University of Leeds, Leeds, 28 March. - See more at: http://www.emeraldgroupublishing.com/products/journals/author_guidelines.htm?id=jsocm#sthash.ivIQOsKs.dpuf

Papers will be also judged based on these criteria. Submissions who do not adhere to these guidelines will not be considered.

Journal Special Issues

When you submit your conference paper, please identify whether you wish for your paper to be considered for special issues which are being sought by the conference committee.

NOTE that should the ESMC committee be successful in securing any special issues in support of ESMC 2018 authors will be invited to submit papers to the journal issue independently should their conference paper be accepted for presentation. In doing so they will be required to submit a full paper, which expands on the conference paper and meets the formatting requirements of the journal, to the relevant special issue editor(s) and would undergo full blind peer review.

What to consider when completing your submission template.

Papers will be reviewed by a selected team of social marketing experts and leading academics on the basis of their ability to answer with the following questions in relation to your submission.

- *Is the submission a study of social marketing or a topic explicitly relevant to social marketing?*
 - *Does the submission have measurable goals or objectives?*
 - *Are the objectives clearly linked to the evaluation e.g. is there an appropriate evaluation metric or plan for each objective stated in the paper?*
 - *Is the design of the study appropriate?*
 - *Is a social marketing intervention mix used (more than communication/advertising/education)?*
 - *Have the data been collected and processed?*
 - *Are there (preliminary) results?*
 - *Does the study provide new insights to social marketing?*
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