EMAC McKinsey Marketing Dissertation Award 2016

Submission Guidelines

1) Your submission should include:

   a) A single, coherent paper derived from your dissertation, following IJRM style (no more than 30 pages, including all figures, tables, and references.).
   The paper should NOT be an overview of your entire dissertation but only on the main research project. In addition, please provide enough details so that external examiners can determine the technical merit and potential impact of your work.
   b) An abstract as a separate document (no more than 2 pages)
   c) An optional technical appendix, if desired, explaining your methodology (no more than 20 pages)
   d) if relevant, a table of the papers of your dissertation with the names of the coauthors and if published in which journal (no more than 1 page)

The total length of your submission (not including the abstract & table of papers) should not exceed 50 pages. Shorter submissions are welcome.

<u>No author information</u> is mentioned neither **on the paper nor on the separated abstract,** as papers will be double BLIND reviewed. *If your submission contains any information identifying you or your co-author(s), it will be removed from the system, and you will be invited to resubmit. It will be YOUR responsibility to resubmit.*