

CALL FOR PAPERS #01/2024

10th ANPAD Marketing Conference – EMA 2024

LOCATION – ESPM - Escola Superior de Propaganda e Marketing de São Paulo – SP-
Brazil

DATE – May 15 to 17, 2024

1. PRESENTATION

The 10th ANPAD Marketing Conference — EMA 2024 will be held in the city of São Paulo, from May 15th to 17th, 2024. It will be promoted by the **Brazilian Association of Graduate Studies and Research in Administration (ANPAD)** and sponsored by the **Marketing Division (MKT)**.

EMA is a space to discuss scientific topics within the scope of the division. This call for papers is an invitation to researchers and professors from any institutions in Brazil and abroad. The purpose of the event is to encourage the development of the area of Marketing studies, considering the different subsystems and dimensions of analysis, preferably observing the division's interest groups.

2. TYPE OF SUBMISSIONS

This call for papers is open to theoretical-empirical studies, theoretical essays, and technological papers.

2.1. Presentation of Academic Articles

2.1.1 Theoretical-empirical article – presents findings of relevant research based on different theoretical and methodological perspectives, analyzing a theme with consistency and showing a contribution to the field.

2.1.2 Theoretical essay – presents a discussion based on a relevant and consistent theoretical position in the area of knowledge. The essay states the assumptions behind the arguments discussed, characterizing the author's position in relation to given theories. A theoretical essay usually requires a deep analysis of the existing literature on the subject addressed and can be characterized by critical reflection, interpretation density, and alternative propositions to analyze the topic and contribute to future studies.

2.1.3 Technological article – in previous events promoted by ANPAD, the “technological paper” was called “technological report.” It is a manuscript describing and discussing managerial cases of (i) application of technologies or processes, (ii) development of administrative, accounting, and related technologies, (iii) implementation/application methodologies, and (iv) software related to the management of organizations, promoting intervention in the institution. Thus, the nature of a technological paper is the application. They must observe the methodological, conceptual, and writing rigors valid for other types of scientific manuscripts.

3. AWARDS

ANPAD academic division EMA will award studies in the following categories:

3.1 The best manuscript of the event.

- i. The awarded manuscript will be entitled to fast track in the reviewing process in one of ANPAD's journals (RAC and BAR).

Note 1: All nominees will receive an "honorable mention" certificate.

Note 2: The papers authored by the chair of the division or members of the division's scientific committee are not eligible for awards in their division.

4. IMPORTANT DATES

December 20th, 2023 – Call for papers announcement;

January 23rd, 2024 – Opening of the electronic address to receive submissions;

March 05th, 2024 – The deadline for submission of papers;

April 03rd, 2024 – Disclosure of results;

April 18th, 2024 – Deadline for registration for authors of selected papers;

April 30th, 2024 – Publication of the complete program on the Internet;

May 15th to 17th, 2024 – The event.

5. FORMATTING INSTRUCTIONS

- 5.1. The text to be submitted has to be a single PDF file with 10.000 words at maximum. The paper must have a title, an abstract (200 words maximum) in the same language as the text, and a bibliography.

6. SUBMISSION INSTRUCTIONS

- 6.1. The manuscripts must be submitted through the ANPAD website (www.anpad.org.br), where the identification fields and instructions for submitting the work in PDF will be available.
- 6.2. The authors are responsible for ensuring that the works comply with the characteristics and technical criteria presented in this call for papers.
- 6.3. A maximum of three manuscripts may be submitted per person, either authored or co-authored.
- 6.4. Each work must only be submitted once; multiple submissions of the same work will not be accepted.
- 6.5. Each work can be authored/co-authored by a maximum of six individuals.
- 6.6. Papers may be submitted in Portuguese, English, or Spanish.
- 6.7. The submitted PDF manuscript is considered the final version.
- 6.8. The authors' names must not appear in the manuscript or in the name of the PDF file. Authors' data must be informed in the appropriate field available on the submission website.
- 6.9. After submission, no inclusion, exclusion, substitution, or alteration of name, e-mail, institution, or parts of the submitted manuscript or other information provided at submission will be accepted.

- 6.10. At the time of submission, authors must make sure that their iANPAD account has updated information. This information will be used in the paper submission process.
- 6.11. If, after the submission, an update is required for the iANPAD account, the data in the submission system will not be changed. To rectify incorrect data, the submission must be canceled, and the paper must be re-submitted, as long as it is within the deadline set in this call for papers.
- 6.12. The authors will be solely responsible for problems arising from non-updating personal and registration data.
- 6.13. Manuscripts works cannot, under any circumstances, present explicit identification (name typed in the body of the work, in its abstract, or in the file properties), hidden identification, or citation of the work of the authors themselves in a way that allows identification. Those whose authorship is identified will be excluded from the event.
- 6.14. Acknowledgments must be exclusively institutional; no personal acknowledgments are permitted.
- 6.15. Before uploading the manuscript, authors must verify that the files are not infected with viruses. Infected files will be excluded.
- 6.16. When submitting the manuscript, the authors must choose the type of submission: theoretical-empirical, theoretical essays, or technological articles.
- 6.17. Submissions will not be accepted after the deadline (Item 4).
- 6.18. ANPAD is not responsible for submissions that are not completed due to communication failure, congestion of communication lines, lack of electricity, server slowness caused by excessive simultaneous accesses, or any other technical factors that make data transfer impossible. For this reason, it is recommended that authors complete their submissions in good time to avoid any technical difficulties that may occur.
- 6.19. Save the conference dates (May 15 to 17th, 2024). The presentation of the selected papers will take place in a session allocated by the event organizers on any of these days. Authors will not be able to choose presentations dates and times.

7. ORIGINALITY OF WORKS SUBMITTED TO ANPAD EVENTS

- 7.1. The authors must declare the originality of their paper at the time of submission. The authors are responsible for confirming the originality of their papers.
- 7.2. Papers accepted for publication or published in journals, published as book chapters, or presented at previous ANPAD events are not considered unpublished for the purposes of this call for papers, and should not be submitted.
- 7.3. When requested, authors who fail to prove originality may be impeded from presenting papers in future ANPAD events.

8. REVIEWING PROCESS

- 8.1. The manuscripts will be evaluated through blind review. If one or more authors are identified, the paper will be excluded from the process.
- 8.2. Two reviewers will evaluate each manuscript. In case of discrepancies, a third reviewer will be appointed.
- 8.3. . The reviewing process will consider only manuscripts that meet the submission rules and submitted before the deadline.
- 8.4. Files submitted in the submission process cannot be replaced.
- 8.5. The academic division coordinated by the scientific director will evaluate submissions exclusively based on the quality of the paper.

- 8.6. The chairs of the divisions and the divisions' scientific committees will carry out an initial evaluation of the submitted papers before sending them to the reviewers. This initial assessment aims to identify whether the work meets the minimum requirements – conceptual, methodological, editorial, and format – to be considered a scientific paper.
- 8.7. The chair of the division may, at their discretion, exchange the papers among the interest groups to which the manuscripts were submitted.
- 8.8. The final selection by the scientific director will take into account the combination of the following items: (i) the result of the reviewing process; (ii) the adequate number of papers to be presented at the event; and (iii) the time available for the presentation of each paper.
- 8.9. The chairs of the divisions, members of scientific committees, and leaders of interest groups will not have access to data from authors.
- 8.10. When a member of a scientific committee or a leader of an interest group is the author of a paper submitted to the academic division they are part of, the system automatically blocks access to the user's paper, preventing any action, such as designating reviewers and monitoring the reviewing process.
- 8.11. The authors' names will not be revealed to reviewers, and the name of the reviewers will not be revealed to the authors.

9. REGISTRATION AND ACCESS TO THE ONLINE PLATFORM

- 9.1. Registration in the event is individual. Regardless of whether they are an author, only registered participants will access the online event.
- 9.2. Registration is personal, non-transferable, and non-shareable.

10. INCLUSION IN THE EVENT PROGRAM AND ELECTRONIC PROCEEDINGS

- 10.1. Selected manuscripts will be included in the program only if at least one of the authors registers for the event. The attendee must be prepared to present the paper using the format indicated by the event committee.
- 10.2. Payment of the registration fee mentioned in 10.1 must be made by April 18th, 2024, for the paper to be included in the program and event proceedings.

11. FORMAT OF THE PAPERS' PRESENTATION IN THE EVENT

- 11.1. When submitting their paper, authors accept that the manuscript may be presented in any of the presentation modalities adopted during the event.
- 11.2. The final decision regarding the form of presentation of each work will be up to the academic divisions and the scientific director. The choice will be made as a result of the interrelationships between the selected papers and the availability of time for presentations. Authors will not be able to appeal against the chosen format.

12. FINAL PROVISIONS

- 12.1. Paper submission implies the total and unconditional acceptance of all provisions, rules, and instructions in this call for papers, communications, and other documents published by ANPAD.

- 12.2. The failure to present a paper listed in the event's program will imply the impediment of the author to submit papers for any event held under the sponsorship and within the scope of ANPAD until the end of the subsequent year.
- 12.3. When submitting papers, authors are invited to collaborate as reviewers. ANPAD's academic divisions will select the group of reviewers.
- 12.4. The items in this call for papers may undergo modifications and updates while the event still did not start. All changes and/or updates will be published on the ANPAD website in the event section.

13. CONTACT US

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