

OUT OF (AND INTO) AFRICA

Second International Conference: African Consumer Marketing, Firm Strategies and Society



Submission Options and Guidelines

1. **Full Paper Submission Guidelines:** Each paper is to have a separate cover page with each author's name, affiliation, and email. Multiple authorships should indicate the contact person. Authors should avoid revealing their identities in the body of the paper. The title of the paper should appear on the first page of the manuscript, followed by a 150-word abstract, single spaced. The body of the paper follows right after on the first page using double spacing and adhering strictly to APA style.
2. **Working Paper or Extended Abstracts:** Working papers or extended abstracts, which focus on research in its early stages, should not be less than three pages and should not exceed seven double-spaced pages including references, tables and figures using 12-point font. Please follow the formatting guidelines specified for competitive refereed papers. Include a separate cover page with the name, affiliation, and email address of each presenter. Each accepted working paper will be published as an extended abstract.
3. **Panel, Special Session, & Workshops:** Proposals should not exceed 2 double-spaced pages. Include a separate cover page with the name, affiliation, and email of each presenter. Uptil two-page description of the panel, including themes and presentation approach/focus. Each person listed on a panel, special session, or workshop proposal must register for and attend the conference.