



European Social Marketing Conference

22-23 September 2016
Aalto University, Otaniemi
Espoo, Finland

Academic guidelines for competitive abstracts submitted to the European Social Marketing Conference 2016

The Academic Co-Chairs invite submissions to be considered for presentation at the
European Social Marketing Conference 2016.

Tracks

There are 12 academic tracks for ESMC 2016. These are the tracks, their descriptors, and corresponding track chair(s). Authors should note that the conference academic chairs acknowledge that submissions are likely to cut across themes contained within more than one theme. In such instances authors should use their judgement as to where the most significant contributions from their work should be located and indicate their chosen track when submitting. Authors are requested to select the track that they will be submitting under, as well as a secondary track.

Track	Descriptor	Chair(s)
<i>1. New theories and methods being used in social marketing</i>	New theory approaches, techniques and technologies and how they are being applied in social marketing.	Prof Suzanne Suggs
<i>2. Upstream social marketing, policy and stakeholder engagement</i>	Systems analysis, research and solutions including upstream action, critical marketing and developing cross sector solutions to social policy planning and delivery	Prof Jeff French
<i>3. Health and well-being</i>	Delivering programmes to reduce communicable and chronic disease and promote mental and physical health.	Dr Nadina Luca
<i>4. Environment and sustainability</i>	Influencing the behaviour of citizens, society governments and corporations to promote sustainability, and prevent climate change.	Dr David McElroy
<i>5. Social Impact investing</i>	How social impact investing, ROI and VFM can be approached and applied in social marketing.	Johannes Parkkonen
<i>6. Scaling up and sustaining projects</i>	Examples of how projects and pilots can be or have been scaled up to achieve population impact.	Dr Nadina Luca
<i>7. Contribution of the arts to social marketing delivery</i>	How all forms of art can be used in research piloting implementation and evaluation of social marketing interventions?	Johannes Parkkonen
<i>8. Promoting the application of social marketing</i>	How social marketing can be promoted to policy makers, planners professionals and citizens. Theory and practice examples.	Prof Suzanne Suggs
<i>9. Social marketing in practice, lessons from real projects and programmes</i>	Learning from social marketing projects and programmes. How to implement and evaluate interventions.	Drs Julie Huibregtsen
<i>10. The implementation challenge, solving problems and overcoming barriers</i>	Interactive problem solving sessions focused on real developing and analysing current health social environmental and other forms of social policy challenge.	Dr David McElroy
<i>11. Outcome focused planning, delivery and evaluation of action</i>	How and why social programmes should be and can be set up in such a way that there are clear and measurable social, health wellbeing and or environmental benefits.	Dr Danae Manika
<i>12. Migration, integration and community cohesion</i>	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 and social well-being.	Veronique Narboni

Abstract format

The maximum length of competitive abstracts is 600 words maximum inclusive of the abstract, figures, tables, etc.) excluding a title page and one page of references.

- Single-spaced
- Times New Roman 12-point font
- A4 size page formatting
- 2.5cm margins on all sides
- 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)

Abstract content order

- Title (15 words maximum)
- Two page abstract including the findings/conclusions, (max 600words) format:
 - Introduction/Background
 - Method
 - Results
 - Discussion
 - Footnotes (if required – please avoid where possible)
 - References

Figures and tables

- Should be integrated within the text (not at the end of the abstract)
- 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 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

Journal Special Issues

When you submit your conference abstract, please identify whether you wish for your abstract to be considered for any of the special issues should the ESMC committee agree any partnerships. NOTE that authors will be invited to submit papers to journals based on their conference abstract, and will be required to submit a full paper which expands on the conference abstract and meets any formatting requirements of the journal, to the relevant special issue editor(s) and would undergo full blind peer review.