***This document provides the complete paper structure to use as a template for creating your submission. You will then need to copy each section into a separate text box within the submission platform.***

**Paper Title**

*Enter the FULL TITLE of your submission (Your title must be 7 words maximum) in the “Paper Title” section of the submission platform.*

**MiniAbstract**

*A short abstract of 200 words should be provided here. This short abstract should be able to clearly and concisely communicate the key value of your paper. It should address the importance of this research, the method utilised, key results and implications for theory and practice. Please copy and paste the mini abstract into the “Mini Abstract” section of the submission platform.*

**Keywords**

Up to three keywords can be provided. *Please copy and paste the keywords into the “Keywords” section of the submission platform.*

**Two Page Paper**

*Your paper submission can either be a two-page paper or up to a maximum of 2000 words.*

*Please copy and paste your two-page paper into the “Two Page Paper” section of the submission platform. You can also include images and graphs in your submission. Please DO NOT repeat the Paper Title, Mini Abstract, or Keywords in the “Two Page Paper” section. Please also DO NOT add the references to this section (they should be entered in the “Reference” section of the submission platform).*

**Introduction and Research Aim**

In this section you should identify the context for the research; the main research question(s), and address the ‘so what’ question or importance of the research as per the theme of the conference.

A single blank line should be left between paragraphs. All text should be in Times New Roman, 12pt font using the justified alignment. Page margins must be kept at 2.5cm.

The aim of this study is:

*To ….*

We address two research questions in line with this aim:

**RQ1:…**

**RQ2: …**

**Background and/or Conceptual Model**

In this section you should address the conceptual and/or theoretical foundations for the research.

**Methodology**

In this section you should succinctly address the research design, the rigour of the data collection process and the quality of the data.

**Results and/or Discussion and Contributions**

In this section you should succinctly address the key findings so that the ‘so what’ question can be answered and easily determined by reviewers.

**Implications for Theory and Practice**

In this section you should address the ‘so what’ theme of this conference. Succinctly state how your research influences key stakeholders and adds value to society, and what the implications are for members of the academy and other researchers.

**References - In a separate field**

*References should be entered into the “References” section of the submission platform and must follow the referencing style of the Australasian Marketing Journal format (see* [*https://journals.sagepub.com/author-instructions/anz*](https://journals.sagepub.com/author-instructions/anz)).