



International Conference on Enhancing Consumer Awareness

GUIDELINES FOR EXTENDED ABSTRACTS

Extended abstract length should not exceed **5 pages**.

Files should be prepared in .doc or .docx format.

Please, use A4 page size with standard margins (2.5 cm from each side), pages should be numbered (right bottom corner).

Title and sections headings: Times New Roman, 1,5 line spacing, 12 font size, bold.

Main body of the text: Times New Roman, 1,5 line spacing, 11 font size, justified.

Please, use Harvard citation style. See: <https://www.mendeley.com/guides/harvard-citation-guide>

References mentioned in the text should be sorted alphabetically by (first) author and presented in a format complying with the Harvard Style.

The extended abstract must contain the following sections:

- abstract and keywords (see template next page),
- introduction,
- methodology,
- findings,
- conclusions,
- references.

TITLE

(TIMES NEW ROMAN, 14 FONT SIZE, ALL CAPS, BOLD, CENTERED)

Author's Name and Surname¹, Author's Name and Surname² (Times New Roman, 12 font size)

¹Affiliation with e-mail; ²Affiliation with e-mail (Times New Roman, 12 pts, Italics)

Abstract: 10 font size, Times New Roman, single line spacing. Summarize **objectives, methods** and **findings**.

Keywords: max. 5 words/names separated by commas; 10 font size, Times New Roman, single line spacing.

Introduction

The introduction section should present the scope and objective(s) of the paper and state the problem as well as briefly review the pertinent literature.

Methodology

The methodology must be clearly stated. The author(s) should explain the research question, describe the research framework and the methods applied in detail. It should be furthermore explained why the chosen method(s) is(are) suited for the problem.

Findings

In this section the arguments and main findings should be described.

Conclusions

Conclusions should indicate:

- (1) the overall principles and generalizations inferred from the results,
- (2) any problems or limitations of the work,
- (3) theoretical and/or practical implications of the work,
- (4) conclusions drawn and
- (5) recommendations for future research.

References