



**EMAC McKinsey Marketing Dissertation Award  
Guide for Submissions**

*(Adapted from the guidelines of the International Journal of Research in Marketing)*

(1) All submissions must be in U.S. English.

(2) Papers should be in the following format:

- 1.5 - or double-spaced throughout
- Times New Roman 12-point font (except for the title, which should be Times New Roman 14-point font)
- A4 page size
- 2.5cm margins on all sides

(3) The paper should consist of:

- a dissertation summary and, if desired
- an optional technical appendix of up to 10 pages.

**The total length should not exceed 40 pages;** shorter submissions are welcome.

(a) The dissertation summary should not exceed 30 pages, including all figures, tables, and references. Shorter submissions are also welcome.

(b) You may also include an optional technical appendix of up to 10 pages explaining your methodology.

(4) The abstract is a separate document, but follows the same format rules. It should not exceed 2 pages.

(5) *Footnotes* (bottom of pages) should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.

(6) *Tables* should be numbered consecutively in the text in Arabic numerals.

(7) *Displayed formulae* should be numbered consecutively throughout the manuscript as (1), (2), etc. against the right-hand margin of the page. In cases where the derivation of formulae has been abbreviated, it is of great help to the referees if the full derivation can be presented on a separate sheet (not to be published).



(8) *References to publications in the text* should follow the APA style. They should include the author name(s) and year of publication. There are two methods that can be used, either

- (a) When the name is mentioned in the text, or
- (b) When the name is not directly part of the text.

*Examples:*

**For publications by one author:**

*Either:* (a) as Smith 1999 reported *or* (b) This problem has been studied previously (Smith, 1999).

**For publications by two authors:**

*Either:* (a) as Smith and Jones (1999) reported *or* (b) This problem has been studied previously (Smith & Jones, 1999).

**For publications by three to five authors:**

For the first instance the reference is mentioned, use *either:* (a) as Smith, Jones, White, and Brown (1999) reported *or* (b) This problem has been studied previously (Smith, Jones, White, & Brown, 1999). For subsequent references use Smith et al. (1999). For subsequent references within the same paragraph the year may be omitted.

**For publications by more than five authors:**

*Either:* (a) as Smith, et al. (1999) reported *or* (b) This problem has been studied previously (Smith et al., 1999).

For works with no author, list the title of the work.

(5) Bibliographic references should also follow the APA style of referencing. Readers are referred to the Publication Manual of the American Psychological Association, Fourth Edition, ISBN 1-55798-243-0, copies of which may be ordered from APA Order Dept., P.O.B. 2710, Hyattsville, MD 20784, USA or APA, Henrietta Street Covent Garden, London, WC3E 8LU, UK.

Examples in APA style are as follows:

(a) *Journal-type publications:*

**Reference to an article in a journal:**

Paivio, A., Jansen, B., & Becker, L.J. (1975). Comparisons through the mind's eye. *Cognition*, 37(2), 635-647.

**Reference to a journal supplement:**

Yuen, A.W.C. (1994). Lamotrigine: a review of antiepileptic efficacy. *Epilepsia*, 35 (Suppl. 5), S33-S36.

**Reference to an article in a periodical or newspaper:**

Richardson, J.D. (1988, July 15). Evidence for periodic reconnection at Uranus. *Fort Worth Star-Telegram*, p. E1.

Reference to a special issue (when the special issue itself has a title):

Glaser, R., & Bond, L. (Eds.) (1981). Testing: Concepts and research [Special issue]. *American Psychologist*, 36 (19).



**Reference to a special issue that is also conference proceedings:**

Yasuda, N., Takagi, S.-i., & Toriumi, A. (1997). Spectral shape analysis of infrared absorption of thermally grown silicon dioxide films. *Applied Surface Science*, 117-18 (June (II)), 216-220. Note: the APA style does not support conference details.

**Reference to an article in a language other than English:**

Assink, E.H.M., & Verloop, N. (1997). Het aanleren van deel-geheel relaties [Teaching part-whole relations]. *Pedagogische Studien*, 54, 130-142 (in Dutch).

Reference to a collaboration under one common name:

H1 Collaboration (1997). Evolution of ep fragmentation and multiplicity distributions in the Breit frame. *Nuclear Physics B*, 504, 3-23.

If the authors' names are given for a collaboration, delete them and just give the collaboration name for brevity. The use of "et al." is not allowed in this case in APA style.

*b) Books: monographs*

**Typical book entry:**

Strunk, W., Jr., & White, E. B. (1979). *The elements of style* (3rd ed.) New York: MacMillan.

**Book without authors:**

*College bound seniors*. (1979). Princeton, NJ: College Board Publications.

**English translation of a book (of which the original title is not given):**

Luria, A. R. (1969). *The mind of mnemonist* (L. Solotarof, Trans.) New York: Avon Books. (Original work published 1965)

*(c) Edited books*

Letheridge, S., & Cannon, C. R. (Eds.). (1980). *Bilingual education: Teaching English as a second language*. New York: Praeger.

**An article in a proceedings book or a chapter in an edited book:**

Chaddock, T. E. (1974). Gastric emptying of a nutritionally balanced liquid diet. In E. E. Daniel (Ed.), *Proceedings of the fourth international symposium on gastrointestinal motility* (pp. 83-92). Vancouver, BC: Mitchell Press.

**An edited book within a book series:**

Adams, M. J., Briscoe B. E., & Sinha, S. K. (1994). Interface friction and energy dissipation in soft solid processing applications. In D. Dowson (Series Ed.) & D. Dowson, C. M. Taylor, T. H. C. Chils, M. Godet, & G. Dalmaz (Vol. Eds.), *Tribology series: Vol. 27. Dissipative processes in tribology* (pp. 223-234). Amsterdam: Elsevier.

**A book series that publishes over more than one year:**

Wilson, J. G., & Fraser, F. C. (1977-1978). *Handbook of teratology* (Vols. 1-4). New York: Plenum Press.

**An article in an edited book, reprinted from another source:**

Sluzki, C. E., & Beavin, J. (1977). Symmetry and complementarity. In P. Watzlawick, & J. H. Weakland (Eds.), *The interactional view* (pp. 71-87). New York: Norton. (Reprinted from *Acta Psiquiatrica y Psicologica de America Latin*, 11, 321-330 (1965)).



**McKinsey & Company**

*(d) Electronic publications*

**Paper to be published in a regular journal on a preprint server:**

Yu, F., & Wu, X.-S. (1992). Nonlinear current algebra in the  $SL(2, \mathbb{R})/U(1)$  coset model. *Physical Review Letters*, 68, 2996-2999. Available as hep-th/9112009 from <http://xxx.lanl.gov/list/hep-th/9112>

Note that in contrast to other name/year referencing systems, publications with the same author and with two, three or four co-authors are listed alphabetically rather than chronologically. That means that publications with two authors are not separated from those with more than two authors.