



**Bournemouth
University**

B2B Marketing the road ahead

Information for paper and poster submissions

Paper submission

Please send your finished paper(s), working papers or abstracts by email attachment as an MSWord document to: b2bmarketingconference@bournemouth.ac.uk

Deadline for abstract submission is Friday 29 February 2012

Deadline for paper (full paper or working paper) submission is Monday 19 March 2012

Guidelines for Authors

All papers are limited to seven A4 pages which should include the cover/title page, references, tables and figures.

- title in bold capital letters and 14 font size (all other text in 12 font size)
- names and work addresses of all authors (only the first letter of each sentence and the first letter of names should be in capital letters)
- subheadings in bold font (12 font size)
- number and bold all headings of tables and figures followed by their contents (boxed) which can be included in an Appendix.
- For more information, please visit http://www.emeraldinsight.com/products/journals/author_guidelines.htm?id=jbim
- For references, figures and tables please follow the *Journal of Business and Industrial Marketing* publication style <http://www.emeraldinsight.com/products/journals/journals.htm?id=jbim>

For papers to be included in the conference the first author or co-author authors will need to attend the conference in order to present the work.

Poster submission

Deadline for poster submission is Monday 19 March 2012

Proposals for posters must be submitted by email attachment to:
b2bmarketingconference@bournemouth.ac.uk

Guidelines for posters

- pdf or PowerPoint format with maximum file size of 8Mb
- A1 size one side only
- Body of the text should be around 25 point, with main headings no smaller than 48 point, any smaller and it will be difficult to read from a distance.
- Please ensure the poster is readable in A4 format so that it can be included in the conference proceedings.
- Delegates to bring A1 poster to be displayed during the conference.

Publications

All papers will be in the *B2B Marketing Conference Proceedings* and ISBN numbered. The best paper(s) will be considered for publication in the special issue of the *Journal of Business and Industrial Marketing* or in the special issue of the *Qualitative Market Research-An International Journal*.