



Hosted by
Università Cattolica del Sacro Cuore, Milan (Italy)
April 3-4¹, 2014

***DIALOGIC COMMUNICATION:
BEYOND CONTROL TOWARD CO-CONSTRUCTION***

Guidelines for Authors

Full-paper: please follow the guidelines provided on Journal of Marketing Communications' website (<http://www.tandfonline.com/action/authorSubmission?journalCode=rjmc20&page=instructions#.UndWAPILNK0>)

Extended abstract: extended abstracts should be between 750 and 1000 words in length. They should be sided by a list of most relevant references (no more than 20 titles). Like full papers, also extended abstracts should be accompanied by a list of keywords. Extended abstracts should cover such aspects as the study motivation, the research objectives, the research method, the main findings, the original value of the paper and its theoretical relevance and/or managerial relevance. As for the formatting style, please follow the guidelines provided on Journal of Marketing Communications' website.

Special Topic Session Proposal: Special Topic Session Proposals should be up to 1000 words in length. They should be written according to the following structure:

- Title of the proposal

¹ Due to a date overlapping with the most important international design and furniture trade fair taking place every year in Milan, the CMC Conference date has been anticipated by one week, from April 10th-11th to April 3rd-4th. Sorry for the inconvenience and please do not hesitate to contact us should you have any problem.

- Panelists' name list
- Moderator's name
- Main discussion topics
- Session goals and contribution to the proposed field
- Session structure (speech, debate, timing)
- References

As for the formatting style, please follow the guidelines provided on Journal of Marketing Communications' website.