**CBR - Additional Submission Instructions**

There are two types of submission. Either a full paper or work in progress/case study submission. Below some additional submission instructions.

**1. Paper Submission Instructions**

**1.1. General Information**

Paper

Referencing

Format

Article Length   
Article Title   
Author details

Full paper submissions must not be published, accepted for publication or be under consideration for publication or presentation elsewhere.

In preparing for the full papers, please reference the authors' guidelines from the Journal of Product and Brand Management (<https://www.emeraldgrouppublishing.com/journal/jpbm#author-guidelines> ).

Microsoft Word format.

Articles should be no longer than 7,000 words (including tables, figures and references). No more than 15 words.

No author information in your paper

**1.2. Structural Abstract**

Authors must supply a structured abstract in their submission. Below the structure.

* Purpose (mandatory)
* Design/methodology/approach (mandatory)
* Findings (mandatory)
* Research limitations/implications (if applicable)
* Practical implications (if applicable)
* Social implications (if applicable)
* Originality/value (mandatory)

Maximum is 250 words in total. Authors should avoid the use of personal pronouns within the structured abstract and body of the paper (e.g. "this paper investigates..." is correct, "I investigate..." is incorrect).

**1.3. Evaluation of submission**

**Your submission will be evaluated based on the following criteria**: (1) Fit to Conference: Does the submission align with the conference theme? (2) Relationship to Literature: Is relevant literature appropriately cited? (3) Methodology: Is the methodology robust, clearly explained, and sufficiently detailed? (4) Results: Are the results clearly presented and analyzed appropriately? (5) Quality of Communication: Is the paper well-written, and are the tables and figures clear and effective?

**2. Work-in-progress papers; extended abstracts or case studies**

**2.1. General information**

* **Work-in-Progress Papers or Case Studies**:  
  Please submit an extended structured abstract of 1,000–1,500 words (excluding the reference list), single-spaced.
* **Abstract:** Your abstract must include the following sections: (1) **Purpose, (2) Methodology/Approach, (3), Findings, (4) Research Limitations/Implications, (5) Originality/Value.** (These sections should follow the structure of a full paper submission.)
* **Reference List**: Include a short reference list.
* **Tables and Figures**: Tables or figures should be embedded within the text.
* **Empirical Work**: Empirical work-in-progress papers must be at least in the data collection phase to be considered.

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2.2. Evaluation of submission

Works-in-progress will be evaluated based on the stage of completion of the research as well as the same criteria as full paper   
submissions above.