**Tittle: MAG Scholar Conference Extended Abstract Template**

**(Times New Roman 16 points, bold, centered)**

***First Author1, Second Author2 and Third Author3***

***1Affiliation***

***2Affiliation***

***3Affiliation***

***(Times New Roman 12 points, bold, centered, Italics)***

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***Keywords****:* Marketing; Leadership; Management; … (Times New Roman 12 points, Maximum 5 keywords)

**EXTENDED ABSTRACT**

The extended abstracts are the records of the conference. We hope to give these conference by-products a single, high-quality appearance. To do this, we ask that authors follow some simple guidelines. In essence, we ask you to make your paper look exactly like this document. The easiest way to do this is simply to download a template from the conference website, and replace the content with your own material. A single blank line should be left between paragraphs. All text should be in Times New Roman, 12 points font using the justified alignment. Page margins must be kept at 2.54cm.

The Abstract must communicate central information in a clear and concise manner. The abstract should be no longer than **1000 words.**

The Abstract should summarize:

1. The purpose of the research:
   1. The aim of this study is…
   2. We address xxx research questions:

**RQ1:…**

**RQ2:…**

1. Research Background and/or Conceptual Model
2. The research design and method/s;

* In this section you should succinctly address the research design, the rigour of the data collection process and the quality of the data.

1. The main results
2. The major theoretical and managerial implications.

**Tables and Figures**

Table 1. Table captions should be placed above the table

|  |  |  |  |
| --- | --- | --- | --- |
| Graphics | Top | In-between | Bottom |
| Tables | End | Last | First |
| Figures | Good | Similar | Very well |

Figure 1. Insert caption to place caption below figure



**References**

This conference uses APA 7th Edition reference style.

Journal article:

Demetriou, M., Papasolomou, I., & Vrontis, D. (2010). Cause-related marketing: Building the corporate image while supporting worthwhile causes. *Journal of Brand Management, 17*(4), 266–278.

Book:

Goldsmith, E. B. (2015). *Social influence and sustainable consumption*. Springer.

Electronic source:

Giovanetti, F. (2019, November 16). *Why we are so obsessed with personality types*. Medium. https://medium.com/the-business-of-wellness/whywe-are-so-obsessed-with-personality-types577450f9aee9

Morning Consult. (2020, September 29). *For Gen Z, Coronavirus and Social Injustice Are the Biggest Issues Facing the World*. https://morningconsult.com/2020/09/29/gen