

General template characteristics

Title (Bold, justified, Times New Roman 14 pt.)

An Author^a and Another Author^b (Times New Roman, justified, 12pt.)

^a *Department, University, City, Country; email* (Times New Roman, justified, italic, 12 pt.)

^b *Department, University, City, Country* (Times New Roman, justified, italic, 12 pt.)

Type of manuscript: Extended abstract; Working paper or Full paper (Times New Roman, bold, justified, 12 pt.)

Abstract (Times New Roman, justified, 12 pt.)

Abstracts of no more than 200 words are required for all papers submitted. The abstract should be comprehensible without reference to the text. The main findings and new and important aspects of the study should be emphasized.

Keywords: word; another word; lower case except names. (Times New Roman, justified, italic, 12 pt.)

1. Heading (Times New Roman, justified, bold, 12 pt.)

Paragraph: use this for paragraphs in a section. (Times New Roman, justified, 12 pt.)

- For bulleted lists
- (1) For numbered lists

2.1. Subheading (Times New Roman, justified, italic, bold, 12 pt.)

Paragraph: use this for paragraphs in a section. (Times New Roman, justified, 12 pt.)

2.1.1. Subheading (Times New Roman, justified, italic, 12 pt.)

Paragraph: use this for paragraphs in a section. (Times New Roman, justified, 12 pt.)

2.1.1.1. Subheading (Times New Roman, justified, 12 pt.)

Paragraph: use this for paragraphs in a section. (Times New Roman, justified, 12 pt.)

Acknowledgments: The authors gratefully... (Times New Roman, justified, 12 pt.)

References (Times New Roman, justified, bold, without numbering, 12 pt.)

Reference list entries should be alphabetized by the last names of the first author of each work (Times New Roman, justified, 12 pt.)

- Aaker, D. A., D. M. Stayman, and M. R. Hagerty. 1986. "Warmth in advertising: Measurement, impact, and sequence effects." *Journal of Consumer Research* 12 (4): 365-381.
- Ariely, D., and G. S. Berns. 2010. "Neuromarketing: the hope and hype of neuroimaging in business." *Nature Reviews Neuroscience* 11 (4): 284-292.
- Astolfi, L., F. De Vico Fallani, F. Cincotti, D. Mattia, L. Bianchi, M. G. Marciani, and F. Babiloni. 2008. "Neural basis for brain responses to TV commercials: a high-resolution EEG study." *Neural Systems and Rehabilitation Engineering, IEEE Transactions on* 16 (6): 522-531.
- Boucsein, W. 1992. "Electrodermal activity." *New York: Plenum University Press*.
- Damasio, A. 2008. "Descartes' error: Emotion, reason and the human brain." *Random House*.
- ZenithOptimedia. 2013. "Advertising Expenditure Forecasts September 2013". Accessed December 5. <http://www.zenithoptimedia.com/wp-content/uploads/2013/09/Adspend-forecasts-September-2013-executive-summary.pdf>

For more information please visit the description of the Journal's reference style.