

PPAD National Marketing Congresses are the environment where academics and researchers interact with important transfers and shares once a year. Increasing the number of participants in these environments will also increase face-to-face communication and collaboration among marketing academics. Thus, it is important that if accepted, giving opportunities to print and present expanded abstracts is important as well as printed as full papers, if requested.

The expanded abstract of accepted studies should have max 1500 words, 1,5 lines, Times New Roman, 12 point, justified (2,5 margins) and it should be prepared according to following form.

**Information such as the communication about the authors will be entered at the system login screen during the submission. Therefore the extended abstract paper text should be uploaded to the system without this information and in accordance with the following rules.**

**Title** : It should be written in both Turkish and English.

**Keywords** : It should be written in both Turkish and English and should have max 5 words.

**Introduction and Purpose of Study (max 150 words):**

The reader should be informed about study search for an answer which questions, take out from which research question os questions and why this study is necessary in this section.

**Literatur Review (Conceptual/Theoritic Framework) (max 450 words):**

In this section, the studies directly related to the topic and the purpose of the study should be summarized and it should be clearly expalined explain why the study is significant / meaningful, which gap will be filled, and what additional contribution can be achieved.

**Design and Method (between 250-350 words):** In the method part of study;

- Type of study (practical, conceptual, theorotic, compilation);
- Design of study, if practical, (heuristic, descriptive, causative);
- Problem(s) of study (in accordance with the problem mentioned in the purpose part);
- if any model(s) and/or hypothesis(s) of study;
- Universe, sampling method and sampling process of study;
- Data collection technique should be stated;
- It should be stated briefly which quantitative/qualitative analyzes are used.

**Findings and Discussion (between 250-350 words):**

Authors should discussion the findings that obtained through data analysis or conceptual studies and also similarities and differences and their reasons should be evaluated.

**Conclusion, Suggestions and Restrictions (max 300 words):**

Authors should be mentioned important matters that related to findings of study, associated with conceptual/theoretical and contribute the literature. Then suggestions should be written to implementers and/or researchers.

**NOTE: References part is not necessary for expanded abstarcts. Just, the references should be stated as (surname, year) in text.**