

**Cover page**

**Text must be 1 ½ spaced**

**THE TITLE OF THE SHORT PAPER IS CENTERED ON THE FIRST  
PAGE IN CAPITAL, 14-POINT FONT**

**LAST NAME first name of the candidate (1)**

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PhD advisor/Supervisor: LAST NAME first name

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**Abstract:** Provide a brief abstract of no more than 100 words that substantively summarizes the article., xxxxxxxxx

**Key words:** 3 words separated by semi-colons; xxxx; xxxxx

**Short paper begins on page 2; no title, headers, or footers. Limited to 2 pages (cover page, references, tables, figures are not included in this maximum number of pages)**

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- Use 12-point Times Roman font throughout text.
- All text must be 1 ½ spaced;
- Format the manuscript with 2.5 cm margins on all sides

**Citation**

- One author: (Seligman, 2011)
- Two authors: always cite both authors (Green and Smith, 1978).
- Three authors: after first mention (Black, Jones, and Gould 1990), use first author's name and et al. (Black et al., 1990)

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**Table 1: caption**

**Figure 1: caption**

**References**

Baker S.M. and Gentry J.W. (2006), Framing the research and avoiding harm: Representing the vulnerability of consumers, in *Handbook of Qualitative Research Methods in Marketing* ed. Russell Belk, Edward Elgar Publishing, Northhampton (MA), 322-332.

Mugel O., Gurviez P., and Decrop A. (2019), Eudaimonia around the kitchen: A hermeneutic approach to understanding food well-being in consumers' lived experiences. *Journal of Public Policy and Marketing*, 38 (2), 280-295.

Seligman M.E.P. (2011), *Flourish: A visionary new understanding of happiness and wellbeing*. Free Press, New-York (NY).

**Appendices**