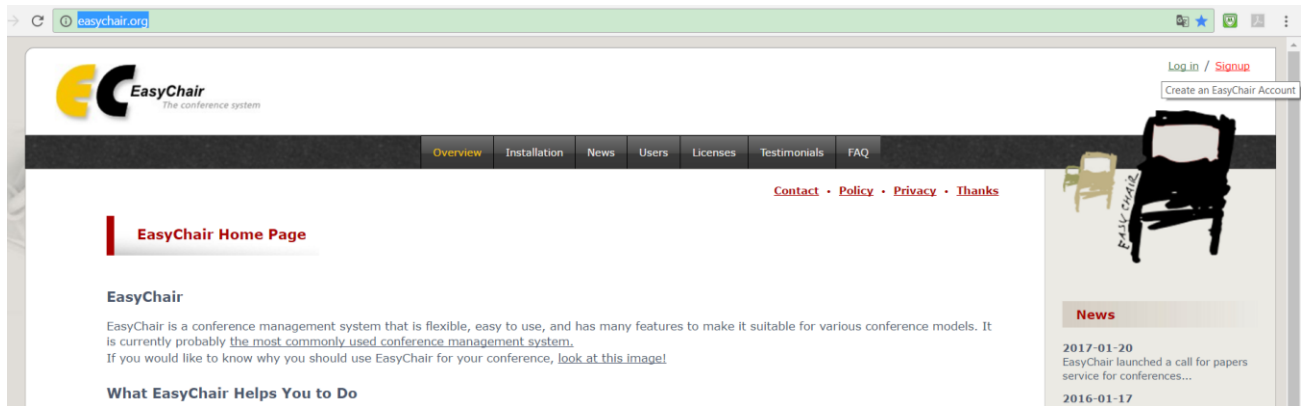


CMIC 2017 在线投稿指南

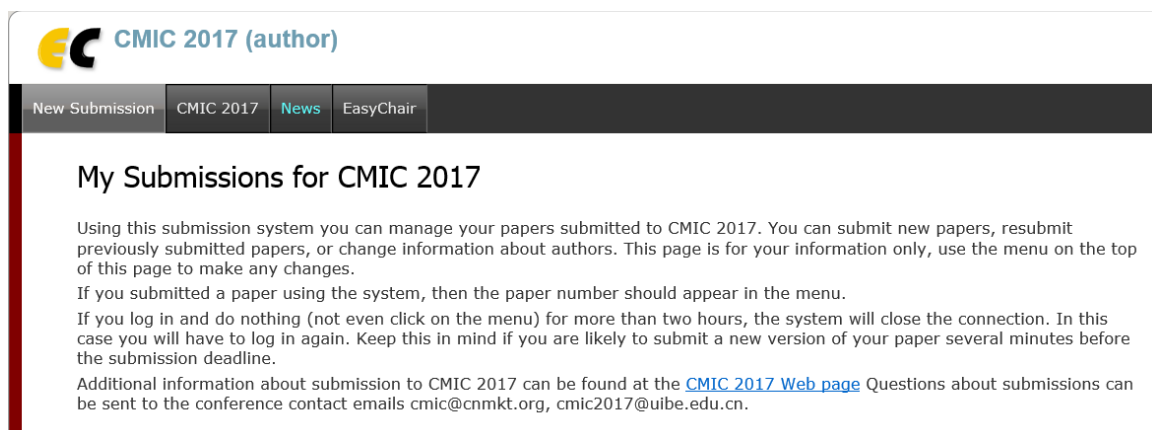
1. 打开 <http://easychair.org/>，点击右上角 **signup**，注册个人账户



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3. 点击 **New Submission**，创建新的投稿



4.作者信息：请准确填写每一位作者的姓名，邮箱和单位，并指出通讯作者

Author Information

For each of the authors please fill out the form below. Some items on the form are explained here:

- **Email address** will only be used for communication with the authors. It will not appear in public Web pages of this conference. The email address can be omitted for authors who are not corresponding. These authors will also have no access to the submission page.
- **Web page** can be used on the conference Web pages, for example, for making the program. It should be a Web page of the author, not the Web page of her or his organization.
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5. 标题和摘要：投稿标题必须使用“投稿类型编号+投稿专题编号+题目”的格式，编号要求参考以下表格：

投稿类型	投稿专题
A 英文全文	01 行为建模与商业决策
B 英文摘要	02 大数据市场营销
C 中文全文	03 品牌管理
D 中文摘要	04 消费者行为学
	05 跨文化与国际市场营销
	06 网络营销
	07 物流与供应链管理
	08 市场营销战略
	09 非盈利市场营销
	10 服务市场营销
	11 汽车营销
	12 青年教师及博士生论坛
	13 市场营销教学研讨会
	14 访问学者经验交流特殊兴趣小组
	15 品牌管理特殊兴趣小组
	16 销售管理特殊兴趣小组
	17 服务营销特殊兴趣小组

例如：论文《共享经济中的营销战略：本土化和全球化》为中文全文，拟投稿到专题“市场营销战略”，则 Title 一栏需填写“C08 共享经济中的营销战略：本土化和全球化”。

Title and Abstract

The title and the abstract should be entered as plain text, they should not contain HTML elements.



The form contains two input fields. The first is a text box labeled "Title (*)" with a small "英" icon to its left. Below it is a larger text area labeled "Abstract (*)" with a vertical scrollbar on the right side.

6. 关键词：一行一个，最少填写三个

Keywords

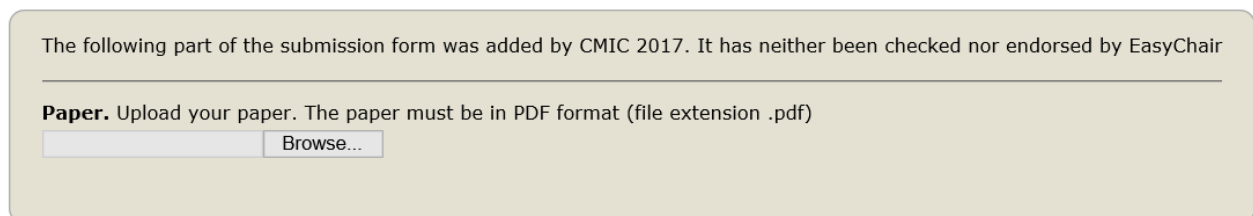
Type a list of keywords (also known as key phrases or key terms), **one per line** to characterize your submission. You should specify at least three keywords.



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7. 文档上传：上传的文件必须是 PDF 格式，文件名不作要求

Uploads



The form contains a text box with the following text: "The following part of the submission form was added by CMIC 2017. It has neither been checked nor endorsed by EasyChair". Below this is a horizontal line, followed by the text: "Paper. Upload your paper. The paper must be in PDF format (file extension .pdf)". At the bottom, there is a text input field and a "Browse..." button.

8. 提交：确认所有信息填写完整后，点击 submit 提交，**请注意：文件上传需要一段时间，不要连续两次或多次重复点击提交**

Ready?

If you filled out the form, press the 'Submit' button below. **Do not press the button twice: uploading may take time!**



A red rectangular button with the text "Submit" in white.