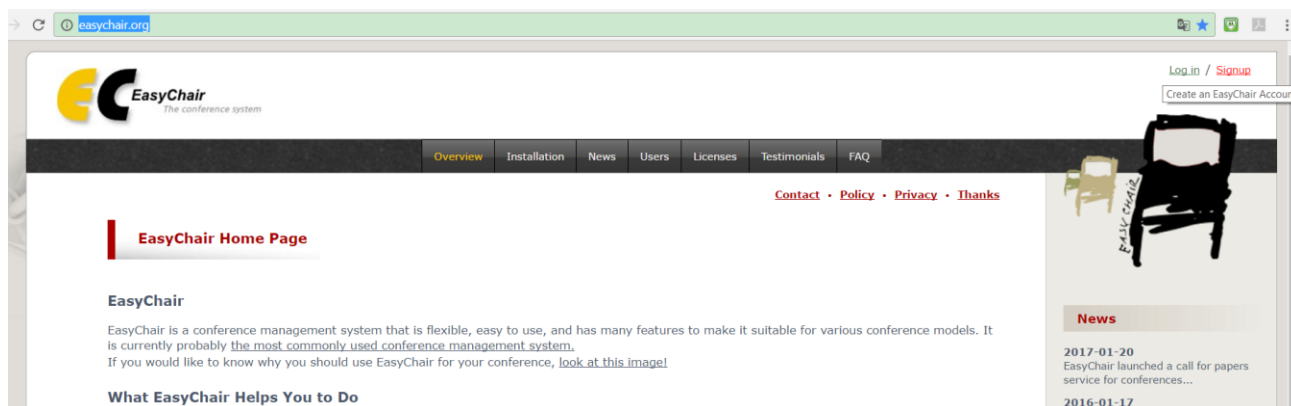


CMIC 2017 Online Submission Guide

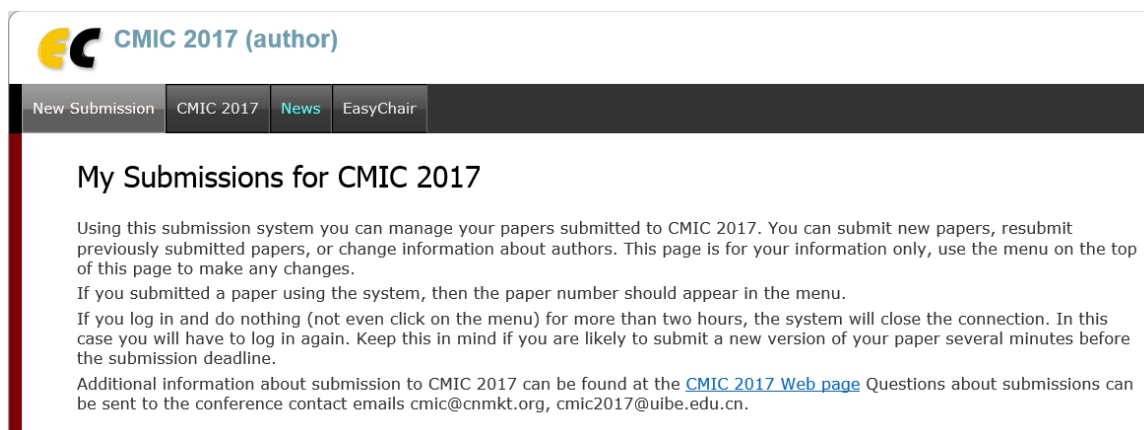
1. Open <http://easychair.org/>, click “signup” to register personal account.



2. Login <https://easychair.org/conferences/?conf=cmic2017> with your personal account, click “author” to enter the system.



3. Click “New Submission” to create new submission.



4. Author information: please make sure to fill the forms correctly.

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.
- Each author marked as a **corresponding author** will receive email messages from the system about this submission. There must be at least one corresponding author.

Author 1 ([click here to add yourself](#)) ([click here to add an associate](#))

First name[†] (*):

Last name (*):

Email (*):

Country (*):

Organization (*):

Web page:

corresponding author

5. Title and abstract: the title should be formatted as “No. of submission type + No. of track + title” as specified.

| Submission type | Track |
|---------------------------|---|
| A - Full paper in English | 01 - Behavioral Modeling and Business Decision Making |
| B - Abstract in English | 02 - Big Data Marketing |
| C - Full paper in Chinese | 03 - Brand Management |
| D - Abstract in Chinese | 04 - Consumer Behavior |
| | 05 - Cross-cultural and International Marketing |
| | 06 - E-Marketing |
| | 07 - Logistics and Supply Chain Management |
| | 08 - Marketing Strategy |
| | 09 - Nonprofit Marketing |
| | 10 - Service Marketing |
| | 11 - Automotive Marketing |
| | 12 - Doctoral Consortium |
| | 13 - Marketing Teaching Forum |
| | 14 - Best Visiting Scholar Experience SIG |
| | 15 - Brand Management SIG |
| | 16 - Sales Management SIG |
| | 17 - Service Marketing SIG |

For example, a full paper entitled “Marketing Strategy in the Sharing Economy: Localization and Globalization” is going to submit to Marketing Strategy Track, so the title to be filled should be “A08 Marketing Strategy in the Sharing Economy: Localization and Globalization”.

Title and Abstract

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

Title (*):

Abstract (*):

6. Keywords: at least three keywords and one per line.

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.

Keywords (*):

7. Upload your manuscript in PDF format.

Uploads

The following part of the submission form was added by CMIC 2017. It has neither been checked nor endorsed by EasyChair

Paper. Upload your paper. The paper must be in PDF format (file extension .pdf)

8. Make sure all filled information are correct and click to submit. **Please wait a moment for documents uploading and do not press the button repeatedly.**

Ready?

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