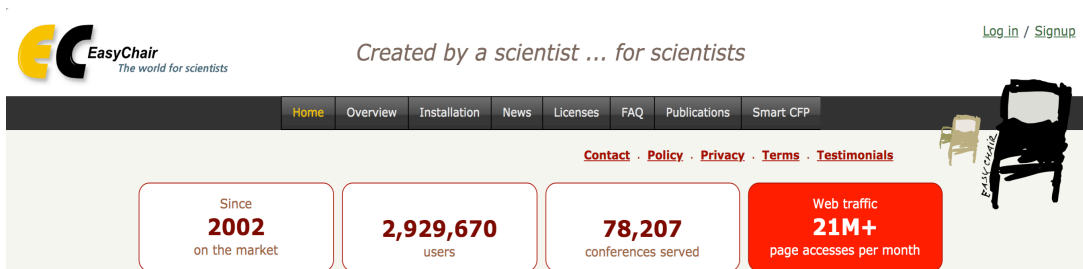
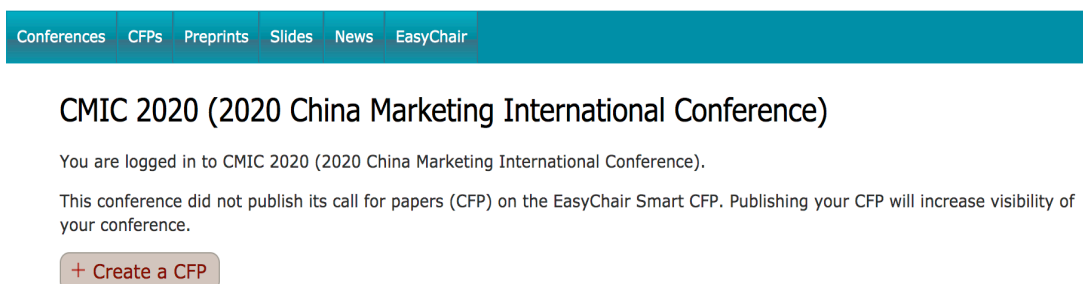


# CMIC 2020 Online Submission Guide

1. Open <https://easychair.org/>, click “sign up” to register personal account.



2. Log in <https://easychair.org/conferences/?conf=cmic2020>, with your personal account, click “author” to enter the system.



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

## New Submission for CMIC 2020

Follow the instructions, step by step, and then use the "Submit" button at the bottom of the form. The required fields are marked by \*.

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

##### Author Information

For each author 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 not corresponding authors. 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<sup>†</sup>:

Last name \*

Email: \*

Country/region: \*

Organization: \*

Web page:

corresponding author

5. Title: the title should be formatted as “**Submission Type (A, B or C) +No. of Session + Title**” as specified. Please note that each paper can be submitted to **one or two sessions**, so that we can distribute them more coordinated and property. The title submitted should be **in English** for all three types.

##### Submission Type

A. Full Paper in English
B. Abstract in English
C. Full paper in Chinese

**Sessions (Please see the website: <http://www.cnmkt.org/Index.html>)**

1. Multi-Channel Marketing
2. Big Data Marketing
3. Entertainment Marketing
...
32. Marketing in Emerging Markets

For example, one Full paper in English entitled “Marketing Strategy in the Sharing Economy: Localization and Globalization” is going to submit to [6.Sharing Economy](#) or [13.Marketing Analytics Models and Applications](#), so the title to be filled should be [A+ 6,13 + Marketing Strategy in the Sharing Economy: Localization and Globalization](#).

6. Keywords: at least three keywords (one keyword 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**.

### Files

The following part of the submission form was added by CMIC 2020. It has neither been checked nor endorsed by EasyChair

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

No file chosen

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!**