



Marketing Research Association

Accepting White Papers on Marketing Research **Topics of Interest**

GUIDELINES FOR SUBMISSION

- (1) Paper(s) must include the abstract statement followed by a short introduction on the main questions and hypothesis of your contribution. This should be followed by the main body, ending with a summary or concluding remarks.
- (2) Charts, tables and figures may be included in your paper.
- (3) Papers will be accepted at anytime.
- (4) Submissions will be reviewed by MRA Staff for topic relevancy.
- (5) Submission will be shared with the appropriate volunteer Workgroup based on relevance to Workgroup goals and projects.
- (6) Notification of acceptance will be sent via email to the submitter.
- (7) Papers will be accepted via email only to Linda.Schoenborn@mra-net.org.

For more information, please contact:
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