

SYNOPSIS SUBMISSION FORM
The 2010 APRC Conference at Tokyo

TITLE OF THE PROPOSED PAPER

--

SUBTITLE OF THE PROPOSED PAPER

--

AUTHOR(S)

With multiple authors, the authorship of the paper should be attributed only to those making a major contribution. Any intention to change the names of the authors before the final paper is produced must be agreed with TMRS.

Lead author

First name*	
Last name*	
Job title*	
Company*	
Email*	

Address 1*	
Address 2*	
ZIP/ Postal Code*	
City* / Country*	
Phone*	

Another author (if any)

First name*	
Last name*	
Job title*	
Company*	
Email*	

Address 1*	
Address 2*	
ZIP/ Postal Code*	
City* / Country*	
Phone*	

Qualification of the author(s)*

References of the author's earlier work to provide a clear idea of the content of the contribution; conferences where the authors have previously presented (name of conference(s), organizer, date and place), journals where the author(s) have been published.

Note: Only papers with a full bibliography are eligible for awards.

--

Number of characters (maximum 1000)

Type of the proposed paper (please tick)

- | | |
|---|---|
| <input type="checkbox"/> Business Issue | <input type="checkbox"/> New Ground Research |
| <input type="checkbox"/> Case Study | <input type="checkbox"/> Research Application |
| <input type="checkbox"/> Discussion Topic | <input type="checkbox"/> Other |
| <input type="checkbox"/> Methodological Paper | |

Specification of the research methods and techniques used*

Number of characters (maximum 600)

Relevance

How the subject will be of interest and value to the audience.

Number of characters (maximum 600)

Presentation information

Such as any additional material that will be presented.

Number of characters (maximum 600)

Paper outline

If a full paper is available at this stage it may be submitted in addition by attaching it to this submission from. You can cut and paste your outline into the text box below.

Number of characters (maximum 6000)

OR

Attach full paper YES NO

Comments (optional)

To be able to submit your synopsis, please affirm the following by ticking the boxes:

I affirm that all Marketing Research activities that I and my organization carry out conform to the provisions of the ICC/ESOMAR International Code on Market and Social Research. Reference is made to the ICC/ESOMAR International Code, the Notes on how to apply the Code as well as ESOMAR's Guideline on Distinguishing market research from other data collection activities. TMRS reserves the right to refuse any contribution as it deems appropriate to its interest and make decisions in the best interest of the Society.

I have obtained permission from clients and/or other third parties to present and publish the material contained in the submission and/or in the audio-visual presentation. The contribution shall not infringe upon the copyright, right of use or any other right of intellectual property of any (co-)author(s), client(s) and/or other third parties. I shall indemnify TMRS and will ensure that TMRS is not held liable for any claims from (co-)authors, clients and/or other third party of my failure to obtain such permissions, copy and usage rights.

Sign by _____

Submission date _____