Submitting a synopsis

General requirements

Please read carefully the general requirements before submitting your synopsis:

Paper

1. The contents shall be finished within 10-15 minutes. (Afterwards questions and answers around 3-5 minutes.)
2. All outlines must give a clear and detailed picture of the proposed full paper so the Programme Committee can judge the quality of the proposed contribution and to avoid refusal by the Committee due to inadequate detail.
3. Please indicate if there is any risk that research will not yield the results foreseen or will not be completed in time for the paper.
4. Avoid including any sales pitches in the paper.
5. Synopses/outlines must be written in English or **Japanese**.

Registration fee policy for speakers

For each written paper accepted, ESOMAR will waive one registration fee. If there is more than one speaker, it is their responsibility to decide how the fee is attributed or split.

Submission Deadline

The first deadline(Outline)： June 17,2016 (From 300 to 1,000 characters)

The final deadline (Body）： July 22,2016 (Less than 4,000 characters)

Copyright

As a service to speakers and delegates, and as a future reference work, JMRA will publish the papers from this Conference. JMRA may decide to publish the papers for this Conference in any other form or make them available to the public by means of any other technique. In order to safeguard the authors from unauthorised copying of their paper, JMRA retains the copyright on each paper presented at its meeting and exercises a control on any request for reproduction of the text in other publications.

Permission to publish one or more papers from the Conference may be given provided that mention is duly made of the source. This is exclusively to protect the authors’ rights and to make our publication as valuable as possible. Should you, following the Conference, wish to have your paper published elsewhere, please make contact with us accordingly.

Synopsis submission form

APRC Conference 2016 TOKYO

***Japan Marketing Research Association***

***Please make sure that you will fill in the SECTIONS marked “\*MANDATORY”on red.***

***\*MANDATORY***

1.Title of the proposed paper

Please provide a short title.

2.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 JMRA.

***\*MANDATORY***

1.Author(s)

1. Name:
2. Gender:
3. Address:
4. Country:
5. Birth date:
6. Your specialization:
7. E-mail:

2.Company / Institution:

1. Name of the Company / Institution:
2. Department/Section:
3. Work phone:
4. Company type:
5. Website:

**Paper**

***\*MANDATORY***

１.Topic of the proposed paper

①Presentation abstract

Please prepare according to one of the two themes described below including primary and/or secondary data.　Number of characters (maximum 800):

２.Paper outline

Synopses/outlines should be a minimum of 300 words and a maximum of 1000 words in length.　The outline must state the purpose and contribution to the field and provide:

Theme 1: Inviting inbound work into your market:

* 1. Economic/financial attractiveness of the market
	2. Market characteristics to be understood
	3. Consumer characteristics to be understood
	4. Aspects to be carefull when conducting research or business in the market

Theme 2: Expectation or interest of the people in your market toward Japan

1. In terms of Tourism
2. In terms of Products/Services
3. Cultural aspects (traditional/pop.)