**13. ISLAMIC MARKETING CONGRESS WRITING RULES**

1) The language of the paper could be Turkish, English, Arabic and French. (English abstract is required)

2) The topics of the papers to be sent should be chosen by considering the purpose of the congress and scientific topics.

3) Papers to be sent must not have been previously presented in another congress or published in another journal.

4) Since the texts will be published as they are sent, no changes can be made on them later.

5) Margins should be 2.5 cm from all directions (bottom-top-right-left).

6) The full text of the paper should not exceed 12 pages.

7) The main title should be written in capital letters, single line spacing, “12 point”, “bold”, “Times New Roman” and “centred”.

8) The names, titles, institutions and contact addresses of the authors should be written under the main title as “centre”, “Times New Roman”, “10 points”, “bold-italic” and “only capital letters”.

9) The text should be started by leaving one line space after the names.

10) The paper should be written with single space, "10 font size", "justified" and "Times New Roman" font.

11) Paragraph breaks should not be left throughout the paper. 1 tab space should be left at the beginning of the paragraph.

12) Abstract and keywords should be written after the main title. In summary, introduction, purpose of the study, materials, methods and findings sections should be included.

13) Abbreviations used in the text should be explained in parentheses.

14) References should be cited in the text. When citing the source, the author's surname, year and page should be written in parentheses (Çağlıyan, 2008:26).

15) At the end of the study, the bibliography should be written in alphabetical order according to the surnames of the authors.

16) In the bibliography ;

When writing books: First, the surname of the author must be written in all capital letters, a comma must be placed, and after the first letter of the name is written, a full stop is written, followed by the name of the book, the place of publication, the number of publication, the place of publication, the year and the page number. In the sources with two authors, the surnames of the authors, comma, the initials of the names are followed by a period followed by a comma, and the second and third authors are shown in the same way.

Example: HAAN, M., DIJKSTRA, G., DIJKSTRA, P. “Expert Judgment Versus Public Opinion – Evidence from the Eurovision Song Contest”, Journal of Cultural Economics, S29, pp.59–78, 2005.

17) If the article is cited; first, the surname of the author should be written in all capital letters, a comma should be placed, and the name of the article should be written in quotation marks after the first letter of the name was written, then a comma should be placed, the journal name, volume and page number, place of publication, year and page number should be written respectively and with a comma between them. point is placed. In references with two authors, it is continued by writing a comma after the period after the first letter of the first author's name.