# Appendix 1 Cover Letter

**The First Asia Pacific Marketing Academy Annual Conference**

**Paper Title:**

**Presenting author’s name, affiliation, and email:**

**Co-authors’ names, affiliations, and emails:**

*Please choose one from the options below.*

**1. Type of paper submission: ( )**

A. Full paper

B. Extended abstract

**2. Session to attend: ( )**

A. Regular session

B. Doctoral consortium

**3. Area of paper: ( )**

A. Consumer Behavior

B. Marketing Models

C. Marketing Strategy

D. Consumer Behavior + Marketing Models

E. Consumer Behavior + Marketing Strategy

F. Marketing Models + Marketing Strategy

**4. please list at most of 5 key words in your submission paper:**

**5. Please list all the products or services/industries used as stimulus or data sources in the empirical studies of your paper (if any):**