

Guidelines for Authors

I. General Information

1. Submitting a paper to *Marketing – JRM* implies that the paper contains the author's original, unpublished work and that it is not being submitted for publication elsewhere (work which has so far only been published in abstract form may be submitted). PhD students are encouraged to submit manuscripts that are based on their dissertation.
2. Manuscripts must be written in British English.
3. Authors submitting papers that do not meet the guidelines outlined below (see II.) will be requested to revise their manuscript before the review process takes place.
4. Papers can be submitted as **Research Articles** or **Research Notes**. Research Articles should provide a relevant and significant contribution to marketing theory and practice. Manuscripts designated as Research Articles should not exceed 9,000 words including references and footnotes. Research Notes include commentaries on published papers or current issues as well as short reports on replications or new methodological applications. Papers in this department should not exceed 6,000 words.
5. Submit your manuscript as well as corresponding file(s) by e-mail (Word .doc or Acrobat .pdf document) to the editor of the journal:
Prof. Dr. Andrea Gröppel-Klein
E-Mail: editor@marketing-jrm.de
Please do not mail hard copies of the manuscript.
6. All correspondence, e.g., the editor's decisions and requests for revisions, will be via E-Mail to the corresponding author or the paper.

II. Manuscript Preparation

1. *General format:* Use Times New Roman font, 12-point, 1.5-spaced, and allow margins of 2.5 cm (1 inch) on all four sides. Endnotes may be used. Do not insert hyphens for syllable divisions.
2. *First page:* The first page should contain only the following information:
 - (a) manuscript title,
 - (b) name, permanent affiliations and present positions of the author(s), and

- (c) complete address, including telephone, fax number, and e-mail address. For manuscripts with multiple authors, please indicate the author responsible for correspondence.
3. *Second page:* The second page should provide (a) the manuscript title (**without author's name**), (b) an abstract (maximum length of 15 text lines), and (c) keywords.
4. *Text:* The text should be clearly structured and didactically outlined: 1., 1.1., 1.1.1., 1.1.2., 1.2., 1.2.1., 1.2.2., 2., 2.1., etc. Subheadings are possible: use bold headings to indicate the paragraphs. Try to avoid accentuations in the text.

If the manuscript contains research questions or hypotheses, please number them consecutively. Abbreviations may be used in the text, such as *RQ1* or *H1, H2*; also use *italics*. When research questions or hypotheses are mentioned first, they must have the following format (indentation; italics):

H1: The more positively consumers evaluate A_{ad} , the more positively they evaluate A_b .

5. *Signs* such as % must have a protected blank (caps lock key + Ctrl + space bar). The protected blank is shown as a circle in the Word document. The same is true for \$ and § signs. This does not apply to algebraic signs or „/“.
6. *Tables:* Tables are numbered consecutively in accordance with their appearance in the text. Each table has an explanatory legend below it, which should be centered. The word "Table" (abbreviated as "Tab." in the text) as well as the corresponding number should appear in *italics* in the legend and references within the text (e.g., "*Tab. 5*"). Abbreviations in tables should be defined in remarks. This includes abbreviates for significance levels. If tables appear in the appendix, they should be numbered separately and consecutively as *Tab. A1, Tab. A2* etc.

Age	Aging Effects			Cohort Effects			Period Effects		
	1950	1960	1970	1950	1960	1970	1950	1960	1970
20-29	30	30	30	30	20	10	50	40	30
30-39	40	40	40	40	30	20	50	40	30
40-49	50	50	50	50	40	30	50	40	30
50-59	60	60	60	60	50	40	50	40	30
60-69	70	70	70	70	60	50	50	40	30

Table 5: Effects of aging, cohorts and period in basic form (Source: Reuband 1980, p. 141)

7. *Figures*: Figures (abbreviated as “*Fig.*”) should follow the same format as for tables. Figures (and tables) may be embedded in the text, placed at the end of the manuscript, or submitted separately. If figures appear in the appendix, they should be numbered separately and consecutively as *Fig. A1*, *Fig. A2*, etc. Only use the following fonts in your illustration: Arial, Courier, Times New Roman, and Symbol. Please make sure any text is adequately sized and the figure is interpretable in b/w print.
8. *Mathematical notation*: Equations should be centered on the page and numbered consecutively. The number should be typed in parentheses flush with the left margin. Do not place a zero before any decimal points (.37). Leave one space on either side of operational signs, e.g. $p < .05$; $F = 2.42$. Mathematical notations (e.g. the sample size n or the correlation coefficient r) should appear in italics.
9. *Notes*: Notes should be kept to a minimum. If notes are unavoidable (e.g. extensive source references, explanations about the procedure or methodology, quotations that do not belong in the text, general comments), these should be listed at the end of the document (and before the References) according to their numerical order (e.g. “[3] Model parameters have been estimated using the MLM estimator implemented in Mplus 3.0 (Muthén/Muthén 1998-2004).”). Within the text itself, notes should be indicated only by sequential numbering in square brackets (e.g. “*Tab. 4* presents the overall fit of the model as well as the parameter estimates [3].”).
10. *Reference citations within the text*
 - i. References should follow the **Harvard Citation Style** (see the following examples). All cited sources must be specified in the reference list.
 - ii. *Indirect citation*: References should include the author’s last name (in *italics*) and year of publication, enclosed in parentheses without punctuation (e.g. “*Bollen* 1989”). If the author’s name is used within the sentence, it is sufficient to provide the year of publication in parentheses (e.g. “*Bollen/Lennox* (1991) distinguish between effect and causal indicators.”). If a particular page, section, or equation is cited, this information should be placed within the parentheses (e.g. “*Bollen* 1989, p. 69”). Multiple pages from a single source must be specified (e.g. “*Bollen* 1989, p. 78-80”). For multiple authors (up to three), separate the names using a slash (e.g. “*Borsboom/Mellenbergh/van Heerden* 2003”). For more than three authors, use the first author’s name followed by “*et al.*” (in *italics*). A list of citations should be ordered alphabetically, where publications are separated by semicolons (e.g. “*Pearl* 2000; *Shiple* 2000;

2003; *Spirtes/Glymour/Scheines* 2000.”). When referring to multiple publications from the same author that were published in the same year, the reference may be cited using lower case letters to distinguish between the two publications (e.g. “*Jacobson* 1990a; 1990b.”).

- iii. *Direct citation*: Direct citations are enclosed in quotation marks and should be referenced at the end of the citation with the author’s last name, year of publication, and page number (e.g. “Relatively few marketing constructs have attributes that are eliciting, yet the traditional scale development procedure assumes that all attributes are of this type“ (*Rossiter* 2002, p. 316).).

11. *Reference list style*

- i. A complete list of all the works referenced within the text should be provided at the end of the document and listed in alphabetical order of authors' names. These references should be composed according to the formats given below by the corresponding examples.
- ii. Books with single or multiple authors:
Bollen, K.A. (1989): *Structural Equations with Latent Variables*, New York.
Spirtes, P./Glymour, C./Scheines, R. (2000): *Causation, Prediction, and Search*, 2nd ed., Cambridge.
- iii. Articles in books with single or multiple authors:
Browne, M.W./Cudeck, R. (1993): *Alternative Ways of Assessing Model Fit*, in: *Bollen, K.A./Long, S.C. (Eds.): Testing Structural Equation Models*, Newbury Park, pp. 136-162.
Groepel-Klein, A./Germelmann, C. C. (2003): *Minding the Mall: Do We Remember What We See?*, in *Keller, P.A./Rook, D.W. (Eds.): Advances in Consumer Research*, Vol. 30, Valdosta, pp. 56-67.
- iv. Articles in journals with single or multiple authors:
Oliver, R.L. (1999): *Whence Consumer Loyalty?*, in: *Journal of Marketing*, Vol. 63, Special Issue, pp. 33-44.
- v. Two or more publications of the same author(s) with the same publication date:
Jacobson, R. (1990a): *Unobservable Effects and Business Performance*, in: *Marketing Science*, Vol. 9, No. 1, pp. 74-85.
Jacobson, R. (1990b): *Unobservable Effects and Business Performance: Reply to the Comments of Boulding and Buzzell*, in: *Marketing Science*, Vol. 9, No. 1, pp. 92-95.

- vi. Publications of the same author but different years of publications have to be listed chronological upwardly.

Titus P. A./Everett, P. B. (1995): ...

Titus, P. A./Everett, P. B. (1996): ...

If an author has different co-authors in different publications, the references must be listed according to the number of co-authors (1) and alphabetical (2).

Titus P. A./Everett, P. B. (1995): ...

Titus, P. A./Everett, P. B./Pieters, R. G. M. (1994): ...

Titus, P. A./Rogers, C. F./Pieters, R. G. M. (1994): ...

- vii. Unpublished works (doctoral dissertations, working papers):

Bollen, K.A./Davis, W. (1993): Causal Indicators in Structural Equation Models, Paper presented at the American Sociological Association Convention, Miami Beach.

Rumelt, R.P. (1974): Strategy, Structure and Economic Performance, Working Paper, Harvard Business School, Boston.

- viii. Citing manuscript that are not written in English:

Please provide an English translation in squared brackets; an example for books:

Mayring, P. (2003): Qualitative Inhaltsanalyse: Grundlagen und Techniken [Qualitative Content Analysis: Principles and Techniques], 8th ed., Weinheim/Basel.

III. Final Version of Accepted Papers

Submit your manuscript as well as the corresponding file(s) (text, figures, etc.) by e-mail to the journal editor. The final submission should be provided in Microsoft Word format (.doc).

On the *first one or two pages*, the following information should appear in the order as listed below:

1. Manuscript title
2. Name(s) of author(s) (e.g. “by Heribert Gierl and Silke Bambauer”)
3. Photo(s) of the author(s) (a b/w photo with light background and good contrast is recommended)
4. Name(s) with permanent affiliations, present positions of the author(s), and complete address, including telephone, fax number, and e-mail address

5. Acknowledgements (if applicable)
6. Abstract (100 – 150 words)
7. Keywords (3 – 5)

Order for *pages to follow*:

8. Text
9. Notes
10. Reference List
11. Appendix (if applicable)

Page proofs will be sent to the author(s), which should be read and corrected carefully.

The responsibility for detecting error lies with the author(s). Corrections should be restricted to *Marketing – JRM* instances in which the proof is at variance with the manuscript.

For preparing the final version of your manuscript, please also consult the document “**Sample for Authors**” which can be downloaded from the journal homepage.

Authors submitting papers that **do not meet the guidelines** outlined above will be **requested to revise** their manuscript.

Upon acceptance of an article, author(s) will be asked to transfer copyright of the article to the publisher.