

JOURNAL OF MARKETING TRENDS

Publication Guidelines

Editorial Objectives



The Journal of Marketing Trends aims to:

1. Become an academic publication which recognizes the work of researchers concerned with new trends and developments in marketing
2. Encourage cross-disciplinary research on the major changes in marketing paradigms and new fields of original research in all aspects of marketing
3. Develop cross-country and multi-cultural research of the requisite level of quality which can be published in English, French, German, Italian or Spanish
4. Attract high quality authors from all continents who are developing knowledge on the major trends in marketing
5. Use the strength of the International Editorial Board to provide rapid support and feedback to reinforce the quality of the published work.

The Journal of Marketing Trends is interested in publishing the following types of manuscripts derived from new perspective articles and advanced research in marketing: (a) Empirical research that report quantitative data, statistical tests and validity assessment information, (b) Exploratory research introducing qualitative data, verbatim and groundwork, (c) Theoretical research including conceptual articles, state of the art, meta-analyses, and critical essays.

Submission

All manuscripts must be submitted by e-mail to Professor Andreani at: andreani@escpeurope.eu.

Selection

Papers are evaluated through a double blind review process which is ensured: first by the Country Editorial Board (2 anonymous reviewers); second by the Board of Editors (Anonymous International Reviewing Process). The selection will be made on the basis of the publication rules of the major marketing research reviews, while also seeking to preserve the diversity of the various points of view. The reviewers are all marketing professors with high academic standards.

Papers can be submitted in English, French, German, Italian or Spanish: first manuscript in the country language or in English. Once the Country Reviewing Process is completed, papers are translated into English and submitted to the International Reviewing Process in English only.

Papers will be published in two languages: in English and in the country language, in respect of the tradition of the International Conference of Marketing Trends.

Guidelines

The formal publication rules are those standard for International academic publications and journals. To be published your paper must meet the following requirements:

- 20 (min) to 30 pages (max) long (<30,000 characters in English - spaces not included) and <30,000 characters in paper language - spaces not included)
- Written in English, French, German, Spanish or Italian
- Manuscript file in Word
- Font Times New Roman 12
- Double spaced
- Justified
- Margins 2.5 cm (top, bottom, right, left)

• Structure

- **Name of authors** and co-authors on the front page
- **Author Note Page** on the front page: present position, address, telephone number and e-mail address and any acknowledgment of financial or technical assistance
- **Title** and content starting from the second page in English and (optional) in paper language
- Immediately after the title, **abstract in English** (< 650 characters) and (optional) in paper language, abstract structure: main objective, methodology, results, key words in English and (optional) in paper language (max 5)
- **Text structure:** Introduction, Conceptual Framework / Literature Review / Research Model, Method, Findings, Discussion, Limitations and Further Research, Managerial Implications
- **Bibliography** at the end of the article
- **Appendixes, Tables and Figures** after the bibliography at the end of the manuscript (indicate placement in text)
- Papers must contain original material neither published nor presented elsewhere prior to journal presentation with the exception of the International Marketing Trends Congress for the paper selected at the Congress

• Style

- The title of the manuscript: centered
- Headings:
 - > Major Headings in bold type: left-hand side, lowercase
 - > Subheadings in lowercase, bold type and italicized (left-hand side)

- > Tertiary headings in lowercase, italicized and indented paragraph, also indented
- > paragraph to start a new section
- > Not in quotation marks, not numbered consecutively
- > Headings, highlight: do not underline anything
- > Hard page return before and after heading
- Numbers: under ten (spelled out), percentage (numerals ex. 7%), that begin sentences (spelled out), units of measure (numerals), hypotheses (numerals)
- Hypotheses: bold, indented, syllabus style (H1), lower case and spelled out in text
- Multiple appendixes: labelled with capital letters (A, B,...)
- **Tables / Figures /Mathematical Notation** (academic format for formulas, figures and tables)
 - Tables / Figures number and title on separate lines, centered, numbered consecutively
 - Tables / Figures number in capital and bold type, title in lowercase and bold type
 - Refer to tables / figures in text by number
 - Tables / Figures placement: indicate placement in text (ex. insert table 3), at the end of the
 - manuscript, follow the bibliography (first tables, second figures), one per page
 - Equations: centered on the page
 - Extensive mathematical notation: provided in a separate technical appendix
- **Reference citations** within the text (academic format for reference citations within the text)
 - Citation in the text : last name of the author and year of publication, enclosed in parentheses without punctuation for ex.“(Andreani 2008)”
 - The name of the author within the sentence: the year of publication in parentheses “...Andreani (2008)...”
 - Multiple authors: three authors (full citation); four or more (name of the first author followed by “et al.”
 - Series of citations: alphabetical order separated by semicolons: (Andreani 2008; Collesei 2009; Moulins 2010; Mugica 2008; Vescovi 2006; Wiedmann 2007)
 - Multiple citations by the same author: separated by a comma (Andreani 2005, 2009)
- **Bibliography and reference list style** (academic format for bibliography and reference list style)
 - References for books: *book title in italics*
Andreani, Jean-Claude and Umberto Collesei (2011), *Marketing-Communication*. Paris: Marketing Trends Association.
 - Reference for periodicals: *name of the periodical in italics*
Andreani, Jean-Claude (2007), "Marketing and Diversity: the Impact of Web 2.0 Technologies", *Journal of Marketing Trends*, 11 (Summer), 7-14.
 - Reference for proceedings and edited works: *lowercase*
Moulins, Jean-Louis (2011), “Toward a Science of Marketing Trends”, in *International Marketing Trends, Congress*, Vol. 9, ed. Jean-Claude Andreani and Umberto Collesei, Paris: Marketing Trends Association, 10-22.
 - References to Websites and URLs: *lowercase*

Collesei, Umberto and Tiziano Vescovi (2009), "Advertisement Effectiveness: an exploratory research", (accessed February 28, 2010), [available at <http://www.marketing-trendscongress.com/>].

- Reference for an article in a book: *lowercase*
Collesei, Umberto and Tiziano Vescovi (2010), "The Web Marketing: An Empirical Evaluation", in *Marketing-Communication*, Andreani Jean-Claude et al., eds. Paris: Marketing Trends Association, 82-99.
- Newspapers:
Umberto Collesei (2012), " La concurrence fera-t-elle baisser les prix du mobile ?", Le Monde, August 29, B17.
- Government publication: *lowercase*
France Ministère de la Recherche (2015), New Product Development, Paris Government Printing Office.
- Multiple references by the same author in the same year: alphabetically by title 2012a, 2012b
- Reference with original publication dates: *lowercase*
Vescovi T. (1999/2012), *Sociologie et marketing*, Paris, PUF.
- References to unpublished works: *lowercase*
Andreani, Jean-Claude (1986), "Modelling Consumer Behaviour using Simulation Methods", doctoral dissertation, University of Paris.