

## CODE OF ETHICS

## JOURNAL OF MARKETING TRENDS

Like any academic journal, the *Journal of Marketing Trends (JMT)* seeks to promote work and scientific research with the exclusion of any other positioning, be it journalistic investigation or political (meaning politics) expression for example.

The papers submitted to the journal must be original contributions, that is to say that they cannot have been published or simultaneously submitted to another journal. All the contributing authors of the papers should be named, and mention the institution they belong to. By default, alphabetical order prevails for the presentation of the authors. Not respecting this order means that the authors thus wish to indicate different levels of contribution, without stating any proportionality.

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