

JOURNAL OF MARKETING TRENDS

SUBMISSION GUIDELINES

TOPIC

New Trends in Marketing

The *Journal of Marketing Trends (JMT)* is published by the Marketing Trends Association (Paris – Venice Association). The *Journal of Marketing Trends* is positioned as an academic publication dedicated to research on the Marketing Trends and to supporting the development of research on the trends in the field of Marketing.

EDITORIAL OBJECTIVES

The *Journal of Marketing Trends (JMT)* aims to:

1. Become an academic publication which recognises 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
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.

TYPES OF MANUSCRIPTS

The *Journal of Marketing Trends (JMT)* is interested in publishing the following types of manuscripts derived from new perspective articles and advanced research in Marketing: (a) Empirical research that reports 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.

The formal publication rules are those of all International academic publications and journals. To be published the papers must meet the following publication requirements:

- The submission should be 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) if applicable.

The articles can be written in English, French, German, Italian, Portuguese or Spanish.

STRUCTURE

- Font Times New Roman 12.
- Double Space.
- Justified.
- Margins 2.5 cm (top, bottom, right, left).

- 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 signs) 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, Managerial Implications, Limitations and Further Research.
- 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.
- The title of the manuscript: centred, in bold type, lowercase.

STYLE

- Headings:
 - . Major Headings in bold type: left, capital .
 - . Subheadings in lowercase, bold type and italicized (left).
 - . Tertiary headings in lowercase, italicized and paragraph indented, also paragraph indented to start a new section.
 - . Headings: no numbered consecutively.
 - . Line break before and after heading.
- Numbers: under ten (spell out), percentage (numerals 7%), that begin sentences (spell out), units of measure (numerals), hypotheses (numerals).
- Hypotheses: bold, indented, syllabus style (H1), lower case and spell out in the text.
- Multiple appendixes: labelled with letters in capital (A, B..)
- Highlight: do not underline anything.

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 (insert table 3) , at the end of the manuscript, follow the bibliography (first tables, second figures), one per page
- Equations: centred on the page.
- Extensive mathematical notation: be provided in a separate technical appendix.

REFERENCES CITATIONS WITHIN THE TEXT (ACADEMIC FORMAT FOR REFERENCES CITATIONS WITHIN THE TEXT)

- Citation in the text : last name of the author and year of publication, enclosed in parentheses without punctuation "(Andreani 2012)".
 - The name of the author within the sentence: the year of publication in parentheses "...Andreani (2014)...".
 - Multiple authors: three authors (full citation); four or more (name of the first author followed by "et al.").
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- Series of citations: alphabetical order separated by semicolons: (Andreani 2008; Collesei 2009; Moulin 2010; Mugica 2008; Vescovi 2006; Wiedmann 2012).
- 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:
Moulin, 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:
Collesei, Umberto and Tiziano Vescovi (2009), "Advertisement Effectiveness: an exploratory research," (accessed February 28, 2010), [available at <http://www.marketing-trends-congress.com/>]
- Reference for an article in a book:
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:
Cécile Ducourtieux (2009), "La concurrence fera-t-elle baisser les prix du mobile ?," *Le Monde*, August 28, B17.
- Government publication
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
Mauss M. (1924/1968), *Sociologie et anthropologie*, Paris, PUF
- References to unpublished works:
Andreani, Jean-Claude (1986), "Modelling Consumer Behaviour using Simulation Methods", doctoral dissertation, University of Paris.

SUBMISSION PROCESS

All manuscripts must be submitted in 2 different versions :

1. Anonymous manuscript (for reviewing process);
2. Manuscript with authors and co-authors information.

They must be sent :

- in pdf format;
- by e-mail to Professor Pauline de PECHPEYROU (pauline.de-pechpeyrou@u-pec.fr), Professor Chris HALLIBURTON (challibu@escp.eu), Professor Jean-Louis MOULINS (jean-louis.moulin@univ-amu.fr), and the JMT Secretariat (info@team-imtc.com).

All papers go through the Reviewing Process in the original language used by the authors (English, French, German, Italian, Portuguese or Spanish).

For the papers that are not written in English, it is only once they have had a final acceptance in their original language that they will be translated by the author(s) into English. This papers will be published in two languages: in English and in the original language, in line with the tradition of the International Conference of Marketing Trends.

SELECTION

All articles are evaluated through a double blind review process.

The papers should contain original material neither published nor presented elsewhere and respect research ethics guidelines.

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.

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