

# GUIDE FOR AUTHORS

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Updated September 2016

The Spanish Journal of Marketing-ESIC (SJME) is a double-blind peer-reviewed journal with an international vocation and welcomes manuscripts of authors all over the world. The Spanish Journal of Marketing-ESIC, formerly named Revista Española de Investigación de Marketing ESIC, has been published periodically since 1996 with the support of AEMARK (Spanish Association of Academic and Professional Marketing) and ESIC Business & Marketing School. The journal is published by Elsevier since 2014 and it is published fully in English since 2016.

## **Expected manuscript profile**

SJME is especially interested in submissions that include unique and novel contributions on the frontier of knowledge, focused on emerging areas relevant to academic research in marketing or even opening new research niches. New methodologies and techniques are particularly appreciated.

SJME welcomes a wide array of original contributions (quantitative or qualitative empirical analysis, critical literature reviews, meta-analysis, theoretical papers, agenda for future research, etc.), as well as research that cross the frontiers between marketing and other related areas. Submitted manuscripts can be focused on Spanish, Latin-American, but also in any other relevant market.

SJME has very rigorous evaluation process and its main objective is to encourage debate and to promote the publication of the latest trends in research in the area of marketing. Works submitted must be prepared in accordance with the highest standards of quality. Manuscripts must be clear, concise, and logical. The use of professional editing services is highly recommended for non-native English speakers.

## **Agenda for Future Research**

Considering the interest of the SJME for unique and novel contributions on the frontier of knowledge, this section aims to create a space for critical reflection of new directions in which future specialized research in the marketing field should advance. The Agenda for Future Research section welcomes contributions outlining emerging opportunities in the marketing discipline derived, for example, from changes in consumers' behavior. New challenges in this evolving field might be also addressed. In sum, this section aims to propose new research avenues for marketing academics in order to inspire future research agendas.

Leading researchers in the marketing discipline, either alone or in collaboration, are highly encouraged to contribute to this Agenda for Future Research section.

Due to the particularities of this type of contributions, no restrictions on manuscript structure and length apply.

## **Audience**

The journal audience are academics, students and professionals active in research in marketing worldwide interested in the aforementioned contributions.

## **Open Access**

SJME is an open access journal: all articles will be immediately and permanently free for everyone to read and download. Authors do not have to pay any open access publication fee.

## **GUIDE FOR AUTHORS**

### **Your Paper Your Way**

We now differentiate between the requirements for new and revised submissions. You may choose to submit your

manuscript as a single Word or PDF file to be used in the refereeing process. Only when your paper is at the revision stage, will you be requested to put your paper in to a 'correct format' for acceptance and provide the items required for the publication of your article.

Likewise, the initial version of the manuscript can be submitted in Spanish. However, accepted versions should be written in good English (American or British usage is accepted, but not a mixture of these). Authors who feel their English language manuscript may require editing to eliminate possible grammatical or spelling errors, and to conform to correct scientific English, may wish to use the English Language Editing service available from Elsevier's WebShop (<http://webshop.elsevier.com/languageediting/>) or visit our customer support site (<http://support.elsevier.com>) for more information.

To find out more, please visit the Preparation section below.

## **BEFORE YOU BEGIN**

### **Ethics in publishing**

The review process of manuscripts submitted to SJME is based on their importance, originality, clarity, and relevance for the Journal. SJME uses a double-blind review process (peer review) and all the correspondence generated in the review process is confidential. The reviewers and Editor are not permitted to make any personal or professional use of the data, arguments, or interpretations (other than those required for the reviewing task) before publication, unless specific permission is given by the author/s or it is an editorial or comments document that accompanies the publication of the article.

The reviewer should mention any ethical concerns as regards the manuscript, or any evidence of potential unsuitable behaviour. If the reviewers suspect this type of behaviour, they must notify the Editor confidentially; the reviewers must not share these concerns with other individuals.

Manuscripts in which the Editor participates as an author will be decided by an "ad hoc Editor". All members of the Editorial Team will be blinded in the peer review of these manuscripts, as such that they will be unaware of the authorship of the article throughout the evaluation process.

The Editorial Board of the SJME encourages authors and demands of our selves the highest ethical standards in academic publishing. There are several cornerstones in the pursuit of ethical excellence. The publisher of the journal offers a website with tools and resources that allow authors to proceed confidently: <http://www.elsevier.com/ethics/home>. This website helps authors and editors to avoid misconduct in several important issues:

1. Duplicate submissions: Authors have an obligation to make sure their paper is based on original-never before published-research. Intentionally submitting or re-submitting work for duplicate publication is considered a breach of publishing ethics.
2. Research fraud: Both fabrication (making up research data and results) and falsification of data (changing or omitting data or results in such a way that the research is not accurately represented) are serious forms of misconduct because they result in a scientific record that does not accurately reflect observed truth

3. **Authorship:** Naming authors on a scientific paper ensures that the appropriate individuals get credit, and are accountable, for the research. Deliberately misrepresenting a scientist's relationship to their work is considered to be a form of misconduct that undermines confidence in the reporting of the work itself
4. **Conflict of interest:** When an investigator, author, editor, or reviewer has a financial/personal interest or belief that could affect his/her objectivity, or inappropriately influence his/her actions, a potential conflict of interest exists. Such relationships are also known as dual commitments, competing interests, or competing loyalties
5. **Plagiarism:** Using deliberately another's work without permission, credit, or acknowledgment, is one of the most common types of publication misconduct. The journal compares submitted documents to extensive data repositories to detect any significant text matches

Infractions may result in the application of sanctions by the Editorial Board, including the suspension or revocation of publishing privileges.

If you wish to obtain more information on the Publication Ethics or the ethical guidelines for publishing in the Journal, please consult: <http://www.elsevier.com/publishingethics> and <http://www.elsevier.com/journal-authors/ethics>.

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All authors are requested to disclose any actual or potential conflict of interest including any financial, personal or other relationships with other people or organizations within three years of beginning the submitted work that could inappropriately influence, or be perceived to influence, their work. See also <http://www.elsevier.com/conflictsofinterest>. Further information and an example of a Conflict of Interest form can be found at:

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Submission of an article implies that the work described has not been published previously (except in the form of an abstract or as part of a published lecture or academic thesis or as an electronic preprint, see <https://www.elsevier.com/sharingpolicy>), that it is not under consideration for publication elsewhere, that its publication is approved by all authors and tacitly or explicitly by the responsible authorities where the work was carried out, and that, if accepted, it will not be published elsewhere including electronically in the same form, in English or in any other language, without the written consent of the copyright-holder.

To verify originality, your article may be checked by the originality detection service CrossCheck <http://www.elsevier.com/editors/plagdetect>.

All authors should have made substantial contributions in the research and/or article preparation and all authors have approved the final version submitted.

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Please write your text in good English (American or British usage is accepted, but not a mixture of these). Authors who feel their English language manuscript may require editing to eliminate possible grammatical or spelling errors and to conform to correct scientific English may wish to use the English Language Editing service available from Elsevier's WebShop (<http://webshop.elsevier.com/languageediting/>) or visit our customer support site (<http://support.elsevier.com>) for more information.

## SUBMIT YOUR ARTICLE

Since 2016 SJME only accepts articles in English. However, the initial versions of the manuscripts can be submitted in Spanish.

Our online submission system guides you stepwise through the process of entering your manuscript details and uploading your files. The system converts your manuscript files to a single PDF file used in the peer-review process. Editable files (e.g., Word, LaTeX) are required to typeset your manuscript for final publication. All correspondence, including notification of the Editor's decision and requests for revision, is sent by e-mail.

Submissions should be around 6,000 words. However, shorter or longer manuscripts may be accepted depending on different circumstances. The manuscript should include title, abstract, keywords, text, references, tables, figures, footnotes, and appendices (12 pts Times Roman, double-spaced, normal margins, with page numbers). Authors could optionally submit the title, abstract and keywords in Spanish. If it is not the case, title, abstract and keywords of accepted manuscripts will be translated by the Editor in to Spanish.

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## PREPARATION

### New submissions

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As part of the Your Paper Your Way service, you may choose to submit your manuscript as a single file to be used in the refereeing process. This can be a PDF file or a Word document, in any format or layout that can be used by referees to evaluate your manuscript. It should

contain high enough quality figures for refereeing. If you prefer to do so, you may still provide all or some of the source files at the initial submission. Please note that individual figure files larger than 10 MB must be uploaded separately.

### Section names and order

Agenda for Future Research  
Articles

### References

There are no strict requirements on reference formatting at submission. References can be in any style or format as long as the style is consistent. Where applicable, author(s) name(s), journal title/book title, chapter title/article title, year of publication, volume number/book chapter and the pagination must be present. Use of DOI is highly encouraged. The reference style used by the journal will be applied to the accepted article by Elsevier at the proof stage. Note that missing data will be highlighted at proof stage for the author to correct.

### Formatting requirements

There are no strict formatting requirements but all manuscripts must contain the essential elements needed to convey your manuscript, for example Abstract, Keywords, Introduction, Materials and Methods, Results, Conclusions, Artwork and Tables with Captions.

If your article includes any Videos and/or other Supplementary material, this should be included in your initial submission for peer review purposes.

Divide the article into clearly defined sections.

### Figures and tables embedded in text

Please ensure the figures and the tables included in the single file are placed next to the relevant text in the manuscript, rather than at the bottom or the top of the file.

## REVISED SUBMISSIONS

### Use of word processing software

Regardless of the file format of the original submission, at revision you must provide us with an editable file of the entire article. Keep the layout of the text as simple as possible. Most formatting codes will be removed and replaced on processing the article. The electronic text should be prepared in a way very similar to that of conventional manuscripts (see also the Guide to Publishing with Elsevier:

<https://www.elsevier.com/guidepublication>). See also the section on Electronic artwork.

To avoid unnecessary errors you are strongly advised to use the 'spell-check' and 'grammar-check' functions of your word processor.

### Article structure

#### Subdivision - numbered sections

Divide your article into clearly defined and numbered sections. Subsections should be numbered

1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. (the abstract is not included in section numbering). Use this numbering also for internal cross-referencing: do not just refer to 'the text'. Any subsection may be given a brief heading. Each heading should appear on its own separate line.

## Introduction

State the objectives of the work and provide an adequate background, avoiding a detailed literature survey or a summary of the results.

## Theory/calculation

A Theory section should extend, not repeat, the background to the article already dealt with in the Introduction and lay the foundation for further work. In contrast, a Calculation section represents a practical development from a theoretical basis.

## Results

Results should be clear and concise.

## Discussion

This should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

## Conclusions

The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section.

## Appendices

If there is more than one appendix, they should be identified as A, B, etc. Formulae and equations in appendices should be given separate numbering: Eq. (A.1), Eq. (A.2), etc.; in a subsequent appendix, Eq. (B.1) and so on. Similarly for tables and figures: Table A.1; Fig. A.1, etc.

## Essential title page information

- **Title.** Concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviations and formulae where possible.
- **Author names and affiliations.** Please clearly indicate the given name(s) and family name(s) of each author and check that all names are accurately spelled. Present the authors' affiliation addresses (where the actual work was done) below the names. Indicate all affiliations with a lowercase superscript letter immediately after the author's name and in front of the appropriate address.

Provide the full postal address of each affiliation, including the country name and, if available, the e-mail address of each author.

- **Corresponding author.** Clearly indicate who will handle correspondence at all stages of refereeing and publication, also post-publication. **Ensure that the e-mail address is given and that contact details are kept up to date by the corresponding author.**
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## Abstract

A concise and factual abstract is required (no more than 200 words). The abstract should state briefly the purpose of the research, the principal results and major conclu-

sions. An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, References should be avoided, but if essential, then cite the author(s) and year(s). Also, non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself.

## Graphical abstract

Although a graphical abstract is optional, its use is encouraged as it draws more attention to the online article. The graphical abstract should summarize the contents of the article in a concise, pictorial form designed to capture the attention of a wide readership. Graphical abstracts should be submitted as a separate file in the online submission system. Image size: Please provide an image with a minimum of 531 × 1328 pixels (h × w) or proportionally more. The image should be readable at a size of 5 × 13 cm using a regular screen resolution of 96 dpi. Preferred file types: TIFF, EPS, PDF or MS Office files. See <https://www.elsevier.com/graphicalabstracts> for examples. Authors can make use of Elsevier's Illustration and Enhancement service to ensure the best presentation of their images and in accordance with all technical requirements: <http://webshop.elsevier.com/illustrationservices/>.

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Highlights are mandatory for this journal. They consist of a short collection of bullet points that convey the core findings of the article and should be submitted in a separate editable file in the online submission system. Please use 'Highlights' in the file name and include 3 to 5 bullet points (maximum 85 characters, including spaces, per bullet point). See <https://www.elsevier.com/highlights> for examples.

## Keywords

Immediately after the abstract, provide a maximum of 5 keywords, using American spelling and avoiding general and plural terms and multiple concepts (avoid, for example, 'and', 'of'). Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible. These keywords will be used for indexing purposes.

## Acknowledgements

The authors should include their acknowledgements on the title page. List here those individuals who provided help during the research (e.g., providing language help, writing assistance or proof reading the article, etc.).

## Units

Follow internationally accepted rules and conventions: use the international system of units (SI). If other units are mentioned, please give their equivalent in SI.

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Please submit math equations as editable text and not as images. Present simple formulae in line with normal text where possible and use the solidus (/) instead of a horizontal line for small fractional terms, e.g., X/Y. In principle, variables are to be presented in italics. Powers of e are often more conveniently denoted by exp. Number consecutively any equations that have to be displayed separately from the text (if referred to explicitly in the text).

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- For Word submissions only, you may still provide figures and their captions, and tables within a single file at the revision stage.
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## References

### Citation in text

Please ensure that every reference cited in the text is also present in the reference list (and vice versa). Any references cited in the abstract must be given in full. Unpublished results and personal communications are not recommended in the reference list, but may be mentioned in the text. If these references are included in the reference list they should follow the standard reference style of the journal and should include a substitution of the publication date with either 'Unpublished results' or 'Personal communication'. Citation of a reference as 'in press' implies that the item has been accepted for publication.

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As a minimum, the full URL should be given and the date when the reference was last accessed. Any further information, if known (DOI, author names, dates, reference to a source publication, etc.), should also be given. Web references can be listed separately (e.g., after the reference list) under a different heading if desired, or can be included in the reference list.

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Reference to a journal publication:

Van der Geer, J., Hanraads, J. A. J., & Lupton, R. A. (2010). The art of writing a scientific article. *Journal of Scientific Communications*, 163, 51–59.

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Reference to a book:

Strunk, W., Jr., & White, E. B. (2000). *The elements of style*. (4th ed.). New York: Longman, (Chapter 4).

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Mettam, G. R., & Adams, L. B. (2009). How to prepare an electronic version of your article. In B. S. Jones, & R. Z. Smith (Eds.), *Introduction to the electronic age* (pp. 281–304). New York: E-Publishing Inc.

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## Submission checklist

The following list will be useful during the final checking of an article prior to sending it to the journal for review. Please consult this Guide for Authors for further details of any item.

### Ensure that the following items are present:

One author has been designated as the corresponding author with contact details:

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- Full postal address

All necessary files have been uploaded, and contain:

- Keywords
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- All tables (including title, description, footnotes)

Further considerations

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Printed version of figures (if applicable) in color or black-and-white

- Indicate clearly whether or not color or black-and-white in print is required.

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<http://dx.doi.org/10.1016/j.physletb.2010.09.059>

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