

Instructions for Authors

Contents

- Review Process
- Submission Guidelines
- Formatting and Style Guidelines
- Contact Information

Review Process

JAMS is committed to providing authors with:

- Timely and constructive reviews
- Specific and extensive directions (when necessary) for revising a manuscript
- A decision to either accept or reject a manuscript as early as possible in the review process

The procedures guiding the selection of articles for publication in JAMS are similar to those in place at most other double-blind refereed journals. Manuscripts are accepted for publication only after they are evaluated by at least two reviewers who are either members of the editorial review board or ad hoc reviewers; the editor's decision on whether or not to accept a manuscript for publication is influenced considerably by the evaluations and recommendations of these qualified and knowledgeable reviewers.

Manuscripts submitted for publication consideration in JAMS are judged on the basis of their potential contribution to the advancement of the science and/or practice of marketing. In order for a manuscript to be published in JAMS it must, at the minimum, meet the following criteria:

- Focus on a substantive issue in the domain of marketing
- Offer fundamentally new insights that advance the field
- Be literature-based and scholarly
- Demonstrate conceptual rigor
- Provide evidence of methodological rigor, if an empirical piece

The JAMS Editorial Office makes a concerted effort to ensure manuscript turnaround in less than 60 days. However, because JAMS is committed to ensuring that reviews are fair, informed, objective, and constructive, there may be occasional instances in which the turnaround time is longer.

Submission Guidelines

Manuscripts must be submitted electronically via our Editorial Manager system at: <http://jams.edmgr.com>.

Manuscript length should be reasonable for the contribution offered. Prior to submitting their works to JAMS for review, authors are strongly urged to solicit informal feedback on earlier drafts of their manuscript from colleagues at their own institution and/or at other institutions. Such actions can be conducive to lowering the likelihood of a manuscript being rejected, as well as the primary focus of the reviewers' comments being developmental in nature rather than on the manuscript's weaknesses that should be grounds for rejection.

Authors of empirical studies accepted for publication in JAMS are required to report methodology-related information (e.g., sampling frame, sample size, and reliability of scales) and results (e.g., correlations among variables and size of effects in terms of beta coefficients, strength of association measures, or elasticities along with the standard error) in a manner that would enable future researchers to replicate the study or use the study in subsequent meta-analysis studies.

Please provide the following during the submission process:

1. *Cover page*, which includes:

- title
- keywords
- each author's name
- each author's affiliation
- complete address
- telephone number
- fax number
- e-mail address

The cover page of the manuscript showing the author's name and affiliation is removed by the JAMS Office before the manuscript is sent to reviewers in order to ensure objectivity. Please do not identify the author(s) in the body of the paper either directly or by citation.

2. *Manuscript* with any author-identifying information removed from the body of the text, and formatted with 1" margins and double spaced.
3. *Abstract* of up to 150 words.
4. *Manuscript's Previous History*. If your submission has been reviewed elsewhere before being sent to JAMS, please provide us a history of the paper. With this information we can contact the editor of the other journal(s) to ascertain the identity of the manuscript's previous reviewers. This assures a fair review process in that a fresh set of reviewers is assigned to the manuscript. We do not hold it against a paper that it has been rejected elsewhere as long as it has sought to improve upon previously rejected versions by taking into account comments from previous reviews.

During the online submission process, you will be given a chance to insert this information under "Author Comments." The editorial office views this information prior to assigning reviewers to the manuscript.

5. *Suggestions for Potential Reviewers* (optional). Authors are welcome to suggest potential reviewers for their manuscript at the time of submission. Please also disclose who has seen previous drafts of your manuscript (and as such would not be able to provide blind reviews). While due consideration will be given to the author's suggestions for potential reviewers, this should not be construed as an assurance that one or more of the reviewers assigned to a manuscript will be chosen from among the list of reviewers suggested by the author. Please include your suggestions in your "Author Comments."
6. *Copyright*. As part of the submission process we ask that you sign a copyright form assigning the copyright to JAMS (this assignment becomes void if we do not publish the paper). This certifies that the paper has not been published elsewhere and is not under review at any other publication. If the rights to the paper have been assigned to another publication you cannot legally assign the copyright to JAMS.

Formatting Guidelines

General. Each page of the manuscript **MUST** have page numbers and fonts must be in 12-point size. Providing a properly formatted manuscript is helpful to reviewers as they try to provide constructive comments to the authors. Improperly formatted manuscripts will be sent back to the authors.

Mathematical Notations. Notations should be clearly explained within the text. Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the right margin. Unusual symbols and Greek letters should be identified. For equations that may be too wide to fit in a single column, indicate appropriate breaks.

Tables and Figures. Indicate table and figure placement within text. Each table should be typed on a separate page at the end of the article. Tables should be typed flush with the left-hand margin and have proper labeling of axes, column headings, and other notations. The table number and title should be typed on separate lines.

Tables should be free of cells or other dividing elements. Figures and artwork must be high quality and camera ready, such as clean, black-and-white laser printouts. Each figure should appear on a separate page.

References. The list of references should only include works that are cited in the text and that have been published or accepted for publication. Personal communications and unpublished works should only be mentioned in the text. Please do not use footnotes or endnotes as a substitute for a reference list.

Cite references in the text by name and year in parentheses. Some examples:

- Negotiation research spans many disciplines (Thompson 1990).
- This result was later contradicted (Becker and Seligman 1996).
- This effect has been widely studied (Abbott 1991; Barakat et al. 1995; Kelso and Smith 1998; Medvec et al. 1993).

Reference list entries should be alphabetized by the last names of the first author of each work. Articles published in JAMS use APA reference formatting. Some examples:

- Journal articles:

Bagozzi, R. P. (1995). Reflections on relationship marketing in consumer markets. *Journal of the Academy of Marketing Science*, 23, 272–277.

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74–94.

Varadarajan, R., Yadav, M. S., & Shankar, V. First-mover advantage in an Internet-enabled market environment: Conceptual framework and propositions. *Journal of the Academy of Marketing Science*, 36, 293–308.

- Books:

Aaker, D. A. (1991). *Managing brand equity*. New York: Free Press.

Park, J.-W., & Kim, K.-H. (2001). The role of consumer relationships with a brand in brand extensions: Some exploratory findings. In M. C. Gilly & J. Meyers-Levy (Eds.), *Advances in consumer research* (pp. 179–185). Valdosta, GA: Association for Consumer Research.

- Online documents:

UNICEF. (1998). *The state of the world's children*. Retrieved May 15, 2009 from <http://www.unicef.org/sowc98/mainmenu.htm>

You may also view samples of JAMS articles via SpringerLink: <http://www.springerlink.com/content/0092-0703>

Contact Information

If you encounter any problems during the online submission process, please click “Contact Us” on the Editorial Manager menu bar at <http://jams.edmgr.com> to be directed to our Springer site administrator.

To contact the JAMS Editorial Office for any other types of queries, please contact Anne Hoekman, Managing Editor, at:

Email: jams@msu.edu

Phone: (517) 353-4336

Journal of the Academy of Marketing Science

Official Publication of the Academy of Marketing Science

Editor-in-Chief: Palmatier, R.W.

ISSN: 0092-0703 (print version)

ISSN: 1552-7824 (electronic version)

Journal no. 11747