

AUTHOR GUIDELINES

General policies

Submissions to *Management & Marketing* are welcome at any time, by e-mail, to simona.vasilache@gmail.com. Submissions should be sent in Microsoft Word format.

Articles submitted to *Management & Marketing* should be original and unpublished, and not under evaluation for publication in another journal/ book. We may, though, accept extended and revised versions of conference papers.

Papers we would like to publish are those that contribute to the theoretical development of the field, challenging the conventional wisdom in management and marketing, or those that present empirical or design based research results in business. Also, we welcome papers that present literature reviews, and papers that bring fresh perspectives on old topics. Authors should integrate their papers within the vision and mission of *Management & Marketing*.

The reviewing process

Editors pre-assess the suitability of the submission for the journal and, if appropriate, the article is then sent to two reviewers, for double blind review. Based on their feed-back, the editors decide whether the paper should be *accepted as it is*, *slightly revised*, *radically revised*, or *rejected*. The decision is communicated to the author usually in four weeks upon submission.

Manuscript requirements

1. The articles should be 5000-8000 words in **length**.
2. Please include, on a separate sheet, the following **personal information**:
 - ⑩ The title of the article
 - ⑩ All the authors, with their affiliation and contact details (e-mail, phone, post address)
 - ⑩ Bio note of no more than 50 wordsPlease indicate clearly the corresponding author.
No other identification of the authors should appear, throughout the paper.
3. The **abstract** of the paper should be 150-200 words long, and briefly refer to:
 - ⑩ the purpose of the article
 - ⑩ its methodology
 - ⑩ main findings
 - ⑩ limitations (if any)
 - ⑩ relevance for theory and/ or practice
 - ⑩ originality and valueThe abstract must be able to stand alone from the article.
4. Please provide up to six **keywords**, extracting the main topics the paper addresses to. Do not use abbreviations, or general terms.
5. Define **abbreviations** at their first occurrence in the text, and use them consistently.
6. The **text** should be written in Times New Roman 12, single spaced, single-column, justified. Please use a good English, either British or American, but not mixed.

7. Please structure your article using concise and clear **headings**. *Management & Marketing* accepts maximum three levels of headings. Main headings are boldfaced, aligned left, numbered consecutively. Second- and third-level headings are italic, outline numbered. Please use second- and third-level headings only in sets of two or more.
8. Please use **endnotes** (not footnotes) only if necessary. Identify them in the text by consecutive numbers, in square brackets.
9. Please include only black and white, clear **figures** and **plates** (photos). Figures should be numbered consecutively, with Arabic numerals, below the figure, and given a concise title (centered, boldface).
10. **Tables** should be numbered consecutively, with Arabic numerals, above the table, and given a concise title (centered, boldface). Please make sure that you include legends and notes, as appropriate, to all figures, plates and tables, immediately after the figure/ plate/ table. All figures, plates and tables should be referred to in the text.
11. **References** to other works should be made in Harvard style, and you should check that they are complete, accurate, and consistent.

To cite publications in your text, you should use the form (Arrow, 2008), when there is only one author, (Arrow and Barrie, 2008), when there are two authors, and (Arrow et al., 2008), when there are three or more authors. Please indicate the pages whenever you quote. In case of several references, use the alphabetic order of the names of the first authors: (Arrow, 1997; Brown and Duguid, 2001; Malone, 1993; Porter, 2007). If several works of the same author, published in the same year, are quoted, distinguish them by small letters, in the order of occurrence: (Scott, 1997a).

Where applicable, you should include 1-2 references from the *Management & Marketing* journal archive.

You should provide the complete list of references, alphabetized by the last name of the first author/ editor, at the end of the paper, following the pattern:

- ⑩ *For books:* Surname, Initials (year), *Book title*, Publisher, Place of publication.
E.g. Baumard, P. (2001), *Tacit knowledge in organizations*, SAGE Publications, London.
- ⑩ *For book chapters:* Surname, Initials (year), "Chapter's title", Editor's surname, Initials (Ed.), *Book title*, Publisher, Place of Publication, pages.
E.g. Hauschildt J., Chakrabarti A. (1999), "Arbeitsteilung im Innovationsmanagement", Hauschild J., Gemünden H. (eds.) *Promotoren: Champions der Innovation*, Gabler, Wiesbaden, pp. 67-87.
- ⑩ *For journals:* Surname, Initials (year), "Title of article", *Journal Name*, volume, number, pages.
E.g. Glynn, M.A. (1996), "Innovative Genius: A Framework for Relating Individual and Organizational Intelligences to Innovation", *Academy of Management Review*, Vol. 21, No. 4, pp.1181-1190.
- ⑩ *For published conference proceedings:* Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), *Title of published proceedings (may include place and date(s) held)*, Publisher, Place of publication, Page numbers.
E.g. Buckely, R., Pickering, C., Castley, G., Growcock, A. (2006), Recent recreation ecology research in Australia, in Siegrist, D., Clivaz, C, Hunziker, M., Iten, S. (Eds.), *Exploring the Nature of Management. Proceedings of the Third International Conference on Monitoring and Management of Visitor*

Flows in Recreational and Protected Areas, University of Applied Sciences, Rapperswil, Switzerland, pp. 84-88.

- ⑩ *For unpublished conference proceedings* (only if generally available on the internet) Surname, Initials (year), "Title of paper" paper presented at Name of Conference, date of conference, place of conference, available at: URL accessed date).
E.g. Clement, N. (2009), "Nonprofit and For-Profit Collaboration. A Successful Model for Social Entrepreneurship" paper presented at the 2009 NCIIA Conference, "Innovation Unlimited: Advancing education, investing in change" March 19-21, Washington DC, available at http://socialentrepreneurship.change.org/blog/category/nonprofit_vs_for_profit, accessed at March, 23rd, 2009
- ⑩ *For working papers*: Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.
e.g. Lancaster, M. (2008), "How markets face financial crises", working paper, York University Business School, University of York, York, 26 November.
- ⑩ *For encyclopedia entries (with no author or editor)*: *Title of Encyclopedia* (year) "Title of entry", volume, edition, *Title of Encyclopedia*, Publisher, Place of publication, pages.
E.g. *Encyclopedia Britannica* (1926) "Psychology of culture contact", Vol. 1, 13th ed., Encyclopedia Britannica, London and New York, NY, pp. 765-71.
- ⑩ *For newspaper articles (authored)*: Surname, Initials (year), "Article title", *Newspaper*, date, pages.
E.g. Colleen, A. (2008), "Hard times", *Daily Mail*, 24 February, pp. 5-6.
- ⑩ *For newspaper articles (non-authored)*: *Newspaper* (year), "Article title", date, pages.
E.g. *Daily News* (2008), "New shocks", 3 July, p. 9.
- ⑩ *For electronic sources*: if available online, the full URL should be supplied at the end of the reference, as well as the date it was accessed.
e.g. Castle, B. (2005), "Introduction to web services for remote portlets", available at:
<http://www-128.ibm.com/developerworks/library/ws-wsrp/> (accessed 25 June 2007).

*URLs with no author or date should be included within parentheses in the text.

Please note that submissions not complying with these guidelines will be rejected on formal grounds.