

# Contents Submission Guidelines MarketingWorld Review Magazine

## INTRODUCTION

The International Institute of Marketing Professionals (IIMP®) publishes “*MarketingWorld Review*” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness.

The quarterly magazine covers all aspects of marketing such as B2B and B2C, branding, sales management, advertising and promotion, strategy, and supply chain management, as well as factors driving marketing ranging from Social Media to innovation and technology to globalization. *MarketingWorld Review* delivers high-quality content in the form of qualitative and quantitative articles that test, extend, or build theory and contribute to practice, as well as case studies, interviews, and market analyses from all sectors.

Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

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## AUTHOR GUIDELINE

The *MarketingWorld Review* invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing. We appreciate your input and look forward to sharing it with our readers world-wide.

The editors accept:

- Research articles
- Case studies
- Interviews
- Market analyses

Submit articles to [magazine@theiimp.org](mailto:magazine@theiimp.org)

Criteria for acceptance of articles for any edition will be based upon timelines and relevance of the subject matter, in addition to space available. If articles fail to meet the submission criteria, contributors will be notified by the Editor.

## General Evaluation Criteria

- Relevance (to the issue theme)
- Timeliness
- Accuracy
- Applicability and usefulness
- Validity
- Evidence
- Originality
- Authenticity

## Instructions for Authors

### General Formatting Guidelines

#### Submission format:

- File type: Microsoft word
- Font: Times new roman 12
- Text: double spaced, left justified
- There should be a title page with the title, names and contact information including active e-mails of all the contributors
- Headings: Headings must be concise, with a clear indication of the distinction between the hierarchy of headings. The preferred format is for the first level headings to be presented in bold format and subsequent sub-headings to be presented in medium italics.
- Notes/Endnotes: Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the manuscript.
- Figures and Tables: All figures should be of high quality, legible and numbered consecutively. Tables should be clearly labeled. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table or figure.
- Submissions must be submitted in idiomatic English
- All submissions will be edited for accuracy, clarity, quality and length.
- Avoid technical terms that the majority of readers are likely not to understand
- Images: Digital photographs, maps, sketches, cartoons and artwork are welcome. Images must be free of copyright, or have permission from the owner. Please provide full captions and sources for each image. Embedded images as part of documents must be supplied as separate jpegs as well JPG or TIF files and be in high-resolution

## **Author details:**

- All contributing authors should have their names added
- Correct email addresses should be supplied for each author
- The full name of each author must be presented in the exact format they should appear for publication, including or excluding any middle names or initial as required
- The affiliation of each contributing author should be correct. The affiliation listed should be where they were based at the time that the research was conducted
- Acknowledgments: Authors who wish to include these items should save them together in an MS Word file to be uploaded with the submission
- If the manuscript is accepted, all contributors may be asked to provide a brief professional biography of not more than 75 words

## **Requirements for Research Articles**

**Structure:** Size of article 1500 – 4000 (including references). Article organization: title, author name, abstract, Keywords, main text, tables and graphs, references, appendix and web appendix Title should not exceed 14 words. Abstract is limited to 150 words. Keywords: a maximum of 8 words

**References:** Authors must follow the Harvard Style. References begin on their own page and listed in alphabetical order by the first author's last name. Only references cited within the text are included. References must be in Harvard style and carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Smith, 2006) using the first named author's name or (Smith and Brown, 2006) citing both names (when two authors) or (Smith et al., 2006), when there are three or more authors. At the end of the case study a reference list in alphabetical order should be supplied.

## **Requirements for Case Studies**

**Structure:** The case study should consist of the title, abstract (no more than 250 words), introduction, methods, results, discussion, conclusion, acknowledgements, references. Authors should provide appropriate and short keywords that encapsulate the principal topics of the case study. The maximum number of keywords is 8.

**References:** References must be in Harvard style and carefully checked for completeness, accuracy and consistency. References begin on their own page and listed in alphabetical order by the first author's last name. Only references cited within the text are included. You should cite publications in the text: (Smith, 2006) using the first named author's name or (Smith and Brown, 2006) citing both names (when two authors) or (Smith et al., 2006), when there are three or more authors. At the end of the case study a reference list in alphabetical order should be supplied.

## **Requirements for Interviews**

We welcome interviews that stretch marketing professionals and scholars intellectually yet remain accessible.

**Structure:** Only question-and-answer-style interviews will be published: no profiles. We are particularly interested in interviews with professionals who have made a significant impact in the field of marketing, whether it is creative, media or management. Please ensure the finished product is accessible and comprehensible to an uninformed audience. After you have conducted the interview, you should send us an edited transcript of the entire conversation. Some authors let the interviewee read the transcript and make revisions prior to submitting it. Transcripts should be at least three thousand words and can be as much as five thousand. If we publish the interview, we will edit it to the length we need and send you and the edited galleys for your approval prior to publication. It will be your responsibility to seek approval from the interviewee. We will also need a photograph of the interviewee -- in digital format and with complete contact information, including an e-mail address.

## **Requirements for Market Analyses**

We welcome market analyses from all sectors and from all countries.

**Structure:** The analyses should be directed primarily at identifying types and trends of customers in the specific market. When writing a market analysis, contributors are asked to prove that there is a demand for the product/service; providing detailed information about buying trends, competitors, general overview and growth projections of the market--backed up with statistics.

## **Copyright note**

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## **Author Submission Deadline**

Issue 1 to be published in October 2016:

Contents Submission Deadline: July 15, 2016

Issue 2 to be published in January 2017:

Contents Submission Deadline: October 30, 2016

Issue 3 to be published in April 2017:

Contents Submission Deadline: January 29, 2017

Issue 4 to be published in July 2017:

Contents Submission Deadline: April 29, 2017

Issue 5 to be published in October 2017:

Contents Submission Deadline: July 29, 2017