

## Author Guidelines

The *Journal of Macromarketing* is a scholarly outlet that focuses on important issues as they are affected by marketing and on how those issues affect the conduct of marketing. Though primarily a marketing journal, the *Journal of Macromarketing* is increasingly multidisciplinary and considers a wide range of social science and business disciplines including management, economics, sociology, policy, ecology and history. The journal covers macromarketing areas such as competition and markets, marketing and development, quality of life, the history of marketing, marketing and public policy, marketing and society, marketing systems, and marketing phenomena in the aggregate. Articles may involve explanatory theory, empirical studies, policy, or methodological treatment of tests.

Manuscripts are reviewed with the understanding that they:

- are substantially new;
- have not been previously published, unless as part of proceedings, without copyrights, distributed for a conference sponsored by the *Journal of Macromarketing*;
- have not been previously accepted for publication;
- are not under consideration by any other publisher;
- will not be submitted elsewhere until a decision is reached regarding their publication in *JMM*.

Four kinds of materials are published in the *Journal of Macromarketing*. Feature articles explain relationships, analyze data, or examine methodological concepts, tests, or approaches to a problem. Reader response letters confirm or challenge viewpoints expressed in feature articles. Reviews and communications summarize and evaluate books and published research studies, and provide compelling insights germane to macromarketing. Seminar abstracts summarize papers presented at the annual Macromarketing Conference.

The procedures guiding the selection of articles for publication in the journal require that no manuscript be accepted until it has been reviewed by the editor, the section editor (if applicable), and at least three outside reviewers who are experts in their respective fields (often members of the Manuscript Review Board).

Manuscripts are reviewed simultaneously by geographically separated reviewers. It is journal policy to remove the author's name and credentials prior to forwarding a manuscript to a reviewer to maximize objectivity and ensure that manuscripts are judged solely on the basis of content, clarity, and contribution to the field. All manuscripts are judged on their contribution to the advancement of science, the practice of macromarketing, or both. Articles should be written in an interesting, readable manner, and technical terms should be defined. In some highly exceptional circumstances, the journal will publish an invited manuscript from a noted scholar on a topic deemed of particular interest to the development of the field of macromarketing.

Manuscripts submitted to the journal can be processed most expeditiously if they are prepared according to these instructions.

## MANUSCRIPT PREPARATION

Manuscripts should be typed double-spaced, including references, formatted for letter (8.5" x 11") paper size. Do not use single spacing anywhere except on tables and figures. Page numbers are to be placed in the upper right-hand corner of every page. A tab indent should begin each paragraph. Please allow the text to wrap, rather than placing a hard return after every line. Manuscripts ordinarily should be between 4,000 and 6,000 words (ca. 15 typewritten pages of text) using Times New Roman 12-point type or larger. Articles of shorter length are also acceptable and encouraged. Please refrain from using first person singular in the text of the manuscript unless it is an invited article or book review.

Submit manuscripts electronically, in Word format, to [jmm.agb@asu.edu](mailto:jmm.agb@asu.edu). The author's name should not appear anywhere except on the cover page. The author should keep an extra, exact copy for future reference.

In the article, please be sure that acronyms, abbreviations, and jargon are defined, unless they are well-known (such as FBI) or in the dictionary or Chicago manual (e.g., Table 13.1 and sec. 14.50). Quotes of 10 or more words include page number(s) from the original source. Every Citation has a reference, and every reference is cited.

For details of manuscript preparation not covered in the following sections, see *The Chicago Manual of Style*, 14th edition, Chicago and London: University of Chicago Press, 1993, and review recent issues of the journal.

### 1. What Goes Where?

The sections of the manuscript should be placed in the following order: cover page, title page, body, appendixes, endnotes, reference list, tables, figures. Each section should begin on a new page.

**Cover Page** -- Article title, with full name of author(s), present position, organizational affiliation, full address including postal code and country, telephone/fax numbers, and email address. Author(s) must be listed in the order in which they are to appear in the published article. Please clearly indicate which author will serve as the primary contact for the journal and be especially sure to provide a fax number and e-mail address for this person. A 40-word (maximum) narrative on each author's specialty or interests should also appear on this page, as should any acknowledgment of financial or technical assistance. (This page will be removed prior to sending the manuscript to reviewers.)

**Title Page** -- Title of paper, without author(s) name(s), and a brief abstract of no more than 150 words substantively summarizing the article. Four or five keywords to facilitate electronic access to this manuscript should also be listed on this page.

**Body** -- The text, with major headings centered on the page and subheadings flush with the left margin. Major headings should use all uppercase letters; side subheadings should be typed in upper- and lowercase letters. Do not use footnotes in the body of the manuscript. If used, please place endnotes in a numbered list after the body of the text and before the reference list; however, avoid endnotes wherever possible because they interrupt the flow of the manuscript. Acronyms, abbreviations, and jargon are defined unless they are well-known (such as FBI) or they can be found in the dictionary. Quotes of 10 or more words include page number(s) from the original source. Every citation has a reference and every reference is cited.

**Tables and Figures** -- Tables should be formatted in table form with separate cell divisions and rows. Tables are listed at the end of the electronic article file, each on a separate page. Each table or figure should be prepared on a separate page and grouped together at the end of the manuscript. The data in tables should be arranged so that columns of like materials read down, not across. Nonsignificant decimal places in tabular data should be omitted. The tables and figures should be numbered in Arabic numerals, followed by brief descriptive titles. Additional details should be footnoted under the table, not in the title. In the text, all illustrations and charts should be referred to as figures. Figures must be clean, crisp, black-and-white, camera-ready copies. Please avoid the use of gray-scale shading; use hatchmarks, dots, or lines instead. Please be sure captions are included. Indicate in text where tables and figures should appear. Be sure to send final camera-ready, black-and-white versions of figures and, if possible, electronic files.

**References** -- References should be typed double-spaced in alphabetical order by author's last name (see 3).

## **2. Reference Citations within Text**

Citations in the text should include the author's last name and year of publication enclosed in parentheses without punctuation, for example, (Kinsey 1960). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert it in a logical sentence break.

If a particular page, section, or equation is cited, it should be placed within the parentheses, for example, (Kinsey 1960, 112). For multiple authors, use the full, formal citation for up to three authors, but for four or more use the first author's name with "et al." For example, use (White and Smith 1977) and (Brown, Green, and Stone 1984). For more than three authors, use (Hunt et al. 1975), unless another work published in that year would also be identified as (Hunt et al. 1975); in that case, list all authors, for example, (Hunt, Bent, Marks, and West 1975).

## **3. Reference List Style**

List references alphabetically, principal author's surname first, followed by publication date. The reference list should be typed double-spaced, with a hanging indent, on a separate page. Do not number references. Please see the reference examples below as

well as reference lists in recent issues. Be sure that all titles cited in the text appear in the reference list and vice versa. Please provide: translations for non-English titles in references; page ranges for articles and for book chapters; and provide all authors'/editors names (note "et al.," unless it appears that way in the publication).

### **Journal article**

Smith, J. R. 2001. Reference style guidelines. *Journal of Guidelines* 4 (2): 2-7 [or 4:2-7].  
----- 2001. Reference style guidelines. *Journal of Baltic Studies* 4 (2): 2-7.

### **Book**

Smith, J. R. 2001. *Reference style guidelines*. Thousand Oaks, CA: Sage.

### **Chapter in a book**

Smith, J. R. 2001. Be sure your disk matches the hard copy. In *Reference style guidelines*, edited by R. Brown, 155-62. Thousand Oaks, CA: Sage.

### **Editor of a book**

Smith, J. R., ed. 2001. *Reference style guidelines*. Thousand Oaks, CA: Sage.

### **Dissertation (unpublished)**

Smith, J. R. 2001. Reference style guidelines. Ph.D. diss., University of California, Los Angeles.

### **Paper presented at a symposium or annual meeting**

Smith, J. R. 2001. A citation for every reference, and a reference for every citation. Paper presented at the annual meeting of the Reference Guidelines Association, St. Louis, MO, January.

### **Online**

Smith, J. R. 2001. Reference style guidelines. In MESH vocabulary file [database online]. Bethesda, MD: National Library of Medicine. [cited 3 October 2001]. Available from [www.sagepub.com](http://www.sagepub.com)

## **4. Mathematical Notation**

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

## **5. Permission Guidelines**

Authors are solely responsible for obtaining all necessary permissions and for paying any associated fees. Permission must be granted in writing by the copyright holder and must accompany the submitted manuscript. Authors are responsible for the accuracy of facts, opinions, and interpretations expressed in the article.

Permission is required to reprint, paraphrase, or adapt the following in a work of scholarship or research:

- Any piece of writing or other work that is used in its entirety (e.g., poems, tables, figures, charts, graphs, photographs, drawings, illustrations, book chapters, journal articles, newspaper or magazine articles, radio/television broadcasts);
- Portions of articles or chapters of books or of any of the items in the preceding paragraph, if the portion used is a sizable amount in relation to the item as a whole, regardless of size, or it captures the "essence" or the "heart" of the work;
- Any portion of a fictional, creative, or other nonfactual work (e.g., opinion, editorial, essay, lyrics, commentary, plays, novels, short stories); and
- Any portion of an unpublished work.

## **MANUSCRIPT SUBMISSION**

Submit manuscripts electronically, in MS Word format, to [jmm.agb@asu.edu](mailto:jmm.agb@asu.edu).

Direct inquiries to the editor:

Dr. Clifford J. Shultz, II  
Editor, *Journal of Macromarketing*  
Arizona State University  
Morrison School of Management and Agribusiness  
7001 E. Williams Field Road  
Mesa, AZ 85212  
USA  
Office: (480) 727-1242  
Fax: (480) 727-1961

All published material is copyrighted by Sage Publications, Inc. Every author and coauthor must sign a contract before an article can be published.

### **Submission of Final Manuscripts**

Authors of final manuscripts accepted for publication should submit manuscripts electronically, in Word format, to [jmm.agb@asu.edu](mailto:jmm.agb@asu.edu). The author should keep an extra, exact copy for future reference. Figures are acceptable as camera-ready copy only.

### **How to get help with the quality of the English in your submission:**

Authors who want to refine the use of English in their manuscripts might consider utilizing the services of SPi, a non-affiliated company that offers Professional Editing Services to authors of journal articles in the areas of science, technology, medicine or the social sciences. SPi specializes in editing and correcting English-language manuscripts

written by authors with a primary language other than English. Visit <http://www.profediting.com> for more information about SPi's Professional Editing Services, pricing and turn-around times, or to obtain a free quote or submit a manuscript for language polishing.

Please be aware that SAGE has no affiliation with SPi and makes no endorsement of the company. Your use of their services in no way guarantees that your submission will ultimately be accepted. Any arrangement you enter into will be exclusively between yourself and SPi, and any costs incurred are the sole responsibility of the author.