European Journal of Marketing and Economics (EJME)

Editorial Policy

Editors

The editorial policy of the European Journal of Marketing and Economics (EJME) is guided by the principles and standards set by COPE (The Committee on Publication Ethics). The editors have specific rights and responsibilities, including accountability, fairness, confidentiality, disclosure, and   management of conflicts of interest.

The editors ensure that all submitted articles undergo a comprehensive double-blind peer review process. The decision to accept, correct, revise, clarify, reject, or retract a manuscript is made based on the results of the peer review, ensuring impartiality and without bias or prejudice related to the authors' origin, affiliation, religion, or ethnicity.

In cases where valid concerns arise regarding the integrity of a manuscript, the editors will consider appropriate actions, such as retraction or correction, to safeguard the publication's integrity.

Reviewers

EJME follows a rigorous double-blind peer review procedure. Reviewers are selected based on their   expertise in the scientific field, and they register on the journal's platform to participate in the review   process.

Submitted manuscripts are processed internally, with communication between authors, editors, and   reviewers until a final decision is reached. Reviewers assess manuscripts for originality, scientific   quality, importance, completeness, appropriateness, and language proficiency. They provide recommendations to the editors for acceptance as is, minor or major revisions, or rejection.

Reviewers may provide direct comments on the manuscript using Microsoft Word's markups, which   are shared with the author and the editors via the online platform.

A reviewer guideline is available on the journal's website to ensure consistency and adherence to   review standards.

Authors

Authors are defined as individuals who have made significant contributions to the manuscript's content, research, data analysis, design, drafting, and revision. Authors

are responsible for ensuring the accuracy, integrity, originality, and importance of their work. Once an article is published, authors cannot withdraw it. However, they may request corrections for typographical errors. Name changes for previous publications due to marriage, gender transition, religious reasons, etc., can be requested. Excessive self-citation, forced citation efforts, and unnecessary references not mentioned within the body text are considered inappropriate and unacceptable.

An author guideline is provided on the journal's website to assist authors in preparing and submitting their manuscripts.

Procedure

The following procedure is followed for manuscript submission and publication:

- Authors register and submit manuscripts via the online form on the journal's website.
- The editors conduct an initial thorough review and send an initial acceptance letter to the author.
- The manuscript is sent to reviewers through the journal's online platform.
- Reviewers provide their reports to the author and editors through the system.
- Authors make revisions according to the reviewer's report and submit the final version to the editors through the system.
- The editors send the manuscript to the production team for publication (or reject the article if recommended by the reviewer).
- If accepted for publication, authors pay the Article Processing Charge (APC) of €220.
- The journal manager provides a receipt of

 payment to the author. Deadlines:

EJME publishes two issues per year with the following deadlines:

- 1st Issue: 30 April Submission deadline: 28 February
- 2nd Issue: 30 October Submission deadline: 30 August

Late submissions may be allowed at the discretion of the editors, depending on their

schedule.

Distribution

The journal is published electronically on the journal's website as paginated PDF files. Additionally, the journal provides a print-ready paginated version of the complete issue as a full PDF document,   including generic pages with credits, publisher/owner information, table of contents, and articles   with page numbers. The complete issue is made ready for local printing.

Communication Among Scientists

Authors' personal information, other than their names and affiliations, is not published. However,   their email addresses are recorded within the journal's automation system for communication purposes.

Codes for Research Involving Animal and Human Participants

Authors conducting research involving animal and human participants must obtain relevant approvals   from licensing committees and parental or guardian permissions for research involving minors.   Personal identifiers should be removed from the manuscript, and consent statements should   be included. Editors exercise extra care when vulnerable cases are involved. Authors and editors   should consider sex-gender sensitivity where necessary.

Conflict of Interests

Authors are required to declare any conflicts of interest to avoid potential biases and assist readers in forming their judgments.

Data and Material Availability

The journal keeps copies of the published materials in relevant archiving databases.

Duplicate Materials

EJME only accepts original manuscripts that have not been fully or partially published

elsewhere.

Plagiarism

EJME has a zero-tolerance policy for plagiarism. Manuscripts undergo similarity checks using iThenticate software, and only those demonstrating originality are accepted for further review.

Misconduct

Misconduct, which includes violations of journal policies and publication ethics, will be investigated   by the journal management in accordance with COPE guidelines.

<div align="right">Journal Management</div>