

European Journal of Marketing and Economics (EJME)

Instructions for Authors

1. Acceptance Criteria

To be considered for publication in the European Journal of Marketing and Economics (EJME), manuscripts should demonstrate scientific importance, originality, and relevance to the scientific audience. All submitted manuscripts undergo a thorough double-blind peer review process, as outlined in the review procedure document available on the journal's website.

2. Types of Content

EJME welcomes high-quality theoretical and empirical research papers, case studies, literature reviews, review papers, book reviews, conceptual frameworks, analytical and simulation models, as well as technical notes.

3. Topics

EJME aims to serve as a multidisciplinary platform in marketing, economics, and related fields, covering various aspects of theory and practice. The journal encourages researchers and scientists to share their recent research findings with the scientific community and a global audience. The topics covered in EJME include, but are not limited to:

- Economics
- Industrial Organization
- International Economics
- Labor Economics
- Finance
- Money and Banking
- Growth
- Public Finance
- Political Economy
- Law and Economics
- Environmental Economics
- Marketing and Economics
- Applied Economic Theory
- Econometrics
- Statistical Methods
- Service Dominant Concept
- Marketing Actors and the Economy
- Managerial Practice

- Service Practices and Performances
 - Service Delivery and Staff
- Business-to-Business and Network Marketing
 - New and Emerging Areas
 - Global Context
 - Applied Problems Relevant to Marketing
 - Consumer Preferences and Decision-making
 - Strategic Interaction of Firms
 - Pricing, Promotion, Targeting
 - Product Design/Positioning
 - Communication Channels
- Marketing Theory
 - Key Issues
 - Emerging Topics
 - Contributions from Other Fields (Sociology, Psychology, etc.)
- The Management of Marketing
 - Examination of Current Concepts
 - Influence of Legislations on Marketing
 - Challenges of Social Responsibility Criticism
- Consumption and Consumer Practice:
 - Consumer Reactions to Marketing Strategies
 - Actors in Marketing
 - Positive and Negative Aspects of Marketing
 - Implications for Health and Well-being
 - Rethinking Marketing Theory and Practice
 - Interconnections between Marketing and Society:
 - Influence on Society
 - Ecological Impacts of Marketing Practices
 - Resource Limitations, Population Growth, and Marketing
 - Ethical Responsibility and Marketing

4. Paper Improvement

Authors are responsible for ensuring the quality and integrity of their manuscripts. The author should review the manuscript to ensure the following:

- Technical correctness
- Novelty/originality
- Adequate reference to prior work

- Quality of experimental results (if applicable)
- Clear organization and clarity
- Importance to the field

4.1. Abstract

Authors should verify that the abstract clearly states the nature and scope of the paper.

4.2. Introduction

The introduction should:

- Provide relevant background information
- Indicate the scope and direction of the paper
- Establish the context for the main issue
- Clearly state the focus of the paper
- Mention the objectives and their significance to the relevant audiences

4.3. Review of Literature and Theoretical Framework

Authors should ensure that the existing literature covers all relevant aspects of the study, and the context of the topic or problem is clearly established in the literature review or historical background.

4.4. Research Design and Methods

Authors should check that the methodology is clear, supported by literature, appropriate for the study's objectives, reliable for interpreting findings, and provide a rationale for choosing the methodology.

4.5. Data Collection

Authors should verify that the data is collected using the appropriate instruments.

4.6. Discussion, Findings, and Interpretation

Authors should ensure that the findings are interpreted in the light of the literature, terms are clear for general audiences, and the language of the paper is simple, cohesive, and free of jargon.

4.7. References

Authors should confirm that the literature is based on various studies, integrated within the body of the paper, cited correctly following the APA style, and include enough references for the study.

Excessive self-citations and unnecessary references not mentioned within the body text are considered inappropriate and unacceptable.

5. Paper Guidelines

Authors should ensure that the paper is written according to the journal's guidelines, including correctly numbered headings and subheadings, proper tables and figures with good image quality, and a total length not exceeding 6000 words.

6. Article Processing and Publishing Fee (APC)

EJME charges a fee of €220 for processing and publishing the article. Authors can pay the fee using one of the three methods provided on the invoice. Late submissions may be allowed by the editors.

7. Open Access

EJME follows the open access policy of CC BY-NC under the Creative Commons Attribution License version 4.0 (<https://creativecommons.org/licenses/by-nc/4.0/>). This allows the content to be freely downloaded, distributed, and adapted for noncommercial uses, provided appropriate attributions are made to the original article and its contributors.

8. Paper Format

8.1. Abstract

- a. Title: The abstract's title should be 12-point Cambria and bold.
- b. Author name: For each author, write the full name, affiliation, and email in Cambria 11.
- c. Body: The abstract should be in Cambria font, 11 points, not bold or italic, single-spaced, between 150 to 250 words long as one paragraph, and fully justified.
- d. Abstract Language: English

8.2. Keywords: 5-10 lowercase words, separated by commas (not "Key words" but "Keywords").

8.3. Full Paper:

- a. Font Size and Type: 10-pt. Cambria.
- b. Line Spacing: Single-spaced throughout the paper, including the title page, abstract, document body, references, appendixes, footnotes, tables, and figures.
- c. Spacing after Punctuation: Space once after commas, colons, and semicolons within sentences. Insert one space after punctuation marks that end sentences.
- d. Alignment: Justified.
- e. Paragraph Spacing: 0 pt before and 6 pt after.

- f. Order of Pages: Title Page, Abstract, Body (Introduction, Literature Review, Methodology, Discussion, Analysis, Conclusions, etc.), References, Footnotes, and Appendixes are placed after the references.
- g. Tables & Figures: Place them within the body of the text, ensuring good image quality and aligning them with the text (not between two blocks of text).
- h. Total Length: Maximum 6000 words.
- i. References: Follow the APA (American Psychological Association) Referencing System.
- j. Format: Submit the full paper in Microsoft Word format (.doc, .docx). PDF format is not accepted.
- k. Language: English.

9. Review Procedure

The review procedure is provided in the guidelines available on the journal's website.

10. Deadlines

EJME publishes two issues per year:

- 1st Issue: 30 April. The submission deadline for this issue is 28 February.
- 2nd Issue: 30 October. The submission deadline for this issue is 30 August.
- Late submissions may be allowed by the editors depending on their schedule.

10 Submission

Authors should submit the manuscript as a Word document through the online form available [here](#). If authors face difficulties submitting via the online form, they can send the manuscript as an attachment via email to office@revistia.com.

Journal Management