

Instructions for Authors

1. Acceptance Criteria & Types of Content

To be considered for publication in the *European Journal of Marketing and Economics (EJME)*, manuscripts must demonstrate scientific significance, original research contribution, methodological rigor, and relevance to the international academic community. All submitted manuscripts undergo double-blind peer review.

Accepted Content Types:

- Original Theoretical & Empirical Research Papers
- Conceptual Frameworks & Literature Reviews
- Case Studies & Analytical/Simulation Models
- Policy Analysis, Technical Notes, & Book Reviews

2. Aims, Scope, and Covered Topics

The intellectual scope of EJME focuses on three core interconnected pillars:

2.1. Strategic Marketing and Consumer Behavior

- **Marketing Theory & Strategy:** Marketing theory, strategic market interaction, sensory marketing, and managerial marketing practices.
- **Consumer Psychology & Behavior:** Consumer psychology, behavioral economics, materialism, financial literacy, and decision-making models.
- **Digital & Social Ecosystems:** Social media dynamics, influencer marketing, personal branding, multichannel e-commerce, and affiliate marketing ecosystems.
- **Brand Management & Semiotics:** Brand management, brand communities, brand love, and semiotics of country-of-origin perceptions.
- **Supply Chain & B2B:** B2B marketing, supply chain integration, and logistics management.
- **Pricing & Targeting:** Pricing strategies, promotion effectiveness, visual merchandising, location intelligence, geospatial insights, and market targeting.
- **Analytics, AI & Neuromarketing:** Neuromarketing, consumer analytics, AI marketing governance, algorithmic accountability, and digital skill alignment in service sectors.
- **Socio-Economic Impacts:** Ethical responsibility, Corporate Social Responsibility (CSR), greenwashing mitigation, and circular economy practices.

2.2. Macro, Micro, and Applied Economics

- **Macroeconomic Development:** Macroeconomics, economic growth, sustainable development, regional integration, and competitive city dynamics.
- **International Trade:** International trade dynamics, trade agreements (EPAs), global market insertion, and export performance.
- **Labor & Human Capital:** Labor economics, human capital, precarious work dynamics, and labor market vulnerabilities.
- **Public & Environmental Finance:** Public finance, fiscal policy, energy economics, carbon taxation, environmental economics, and national taxation.
- **Industrial Structure:** Industrial organization, market structure, and competitiveness analysis.
- **Financial Systems:** Financial economics, banking systems, solvency/financial health assessment (Z-Scores), risk identification, and monetary policy.
- **Econometrics & Statistics:** Econometrics, Principal Component Analysis (PCA), and applied statistical methods.

2.3. Managerial Economics, Ethics, and Organizational Governance

- **Economics of the Firm:** Strategic corporate governance, director and executive liability, and board performance.
- **Institutional Governance:** Financial planning, governance, viable system models, and economic sustainability in private firms and NGOs.
- **Ethics & Compliance:** Business and accounting ethics, professional independence, and regulatory compliance.
- **Entrepreneurship & SMEs:** SME performance, entrepreneurship economics, social enterprise dynamics, and micro-family business drivers.
- **Leadership & Change:** Change management, behavioral economics of leadership, management personality styles, and organizational adaptation.
- **Innovation & Technology:** R&D management, Industrial Internet of Things (IIoT) investment maturity models, and knowledge transfer models.

3. Submission Requirements & Author Identifiers

- **File Format:** Manuscripts must be submitted as editable Microsoft Word files (.doc, .docx). PDF submissions are not accepted.
- **ORCID iD:** Authors (specifically corresponding authors) are strongly encouraged to provide their 16-digit ORCID iD upon submission to ensure correct author attribution.
- **Submission Portal:** Manuscripts should be submitted via the online portal on the journal website. If technical difficulties occur, submissions may be sent via email to office@revistia.com.

4. Manuscript Layout & Formatting Guidelines

- **Maximum Word Count:** Up to 6,000 words (including abstract, references, and tables).
- **Font & Size:** Cambria, 10 pt for the main body. Title in 12 pt Cambria bold. Author metadata in 11 pt Cambria.
- **Line Spacing & Alignment:** Single-spaced throughout; Justified alignment.
- **Paragraph Spacing:** 0 pt before, 6 pt after.
- **Tables & Figures:** Embedded directly within the main text at relevant positions with high-resolution visual quality. Footnotes should appear at the bottom of the relevant page.
- **Referencing Style:** Strictly follow the **American Psychological Association (APA)** style. All references listed must be cited in the text body. Excessive self-citations and forced/unrelated citations are strictly prohibited.

Sequence of Manuscript Structure:

1. **Title, Author Names, Affiliations, & Corresponding Email**
2. **Abstract** (150–250 words, 11 pt Cambria, single paragraph) & **Keywords** (5–10 lowercase words)
3. **Main Body:** Introduction, Literature Review & Hypotheses, Methodology, Data & Results, Discussion, Conclusions
4. **Declarations:** Conflict of Interest, Data Availability Statement, Generative AI Declaration
5. **References** (APA Style)

5. Mandatory Author Declarations

All manuscripts must include the following explicit declarations prior to the References section:

A. Conflict of Interest Statement

Authors must declare any financial, personal, or institutional conflicts of interest that could bias their work. If no conflict exists, state:

"The authors declare no conflict of interest regarding the research, authorship, or publication of this article."

B. Data Availability Statement (DAS)

Authors must specify how the underlying data can be accessed. Select one of the following standard templates:

- **Public Repository:** *"The datasets generated during this study are available in [Repository Name] at [DOI/URL link]."*
- **Available on Request:** *"The data that support the findings of this study are available from the corresponding author upon reasonable request."*
- **Data Contained in Article:** *"All relevant data generated or analyzed during this study are included within this published article."*

C. Declaration of Generative AI in Writing

If generative AI or AI-assisted technologies were used during drafting or editing, authors must include this disclosure:

"During the preparation of this work, the author(s) used [NAME OF TOOL] in order to [REASON, e.g., language editing/proofreading]. After using this tool, the author(s) reviewed and edited the content as needed and take(s) full responsibility for the final publication content."

(If no AI tools were used, this section may be omitted).

6. Copyright, Open Access & Licensing Terms

- **Open Access Policy:** EJME is a fully Open Access journal. All articles are published under the **Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International (CC BY-NC-SA 4.0)** license.
- **Re-use Rights:** Users may freely share and adapt the material for non-commercial purposes, provided proper credit is given and any derivative works are distributed under the exact same license.
- **Author Copyright Retention:** Authors retain full, unrestricted copyright and publishing rights to their work. Authors grant EJME the right of first publication.

7. Article Processing Charges (APC)

To cover typesetting, double-blind review management, digital preservation (PKP PN and CLOCKSS), DOI indexing, and open-access infrastructure, EJME charges an Article Processing Charge:

- **APC Amount: GBP 950.**
- **No Submission Fees:** There are no fees for submitting or peer-reviewing manuscripts.
- **Payment Timing:** The APC is invoiced **only after** the manuscript successfully passes peer review and receives formal acceptance. Payment methods are provided on the formal invoice.

8. Publication Schedule & Deadlines

EJME publishes four (4) regular issues per calendar year:

Issue	Publication Date	Submission Deadline
Issue 1	March	28 January
Issue 2	June	28 April
Issue 3	September	28 July
Issue 4	December	28 October

Note: Late submissions may be considered or deferred to the subsequent issue at the discretion of the Editorial Board.

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 ejme@revistia.com.

Journal Management

European Journal of Marketing and Economics (EJME)

e-ISSN: 2601-8667 | **Journal Email:** ejme@revistia.com

Publisher: Revistia Research and Publishing (*UK Company No.: 13067873*)

Address: Office 1, Forest House Business Centre, 8 Gainsborough Road, London, E11 1HT, UK

Publisher Email: office@revistia.com | **Phone:** +44 330 027 1458