

Peer Review Policy and Procedure

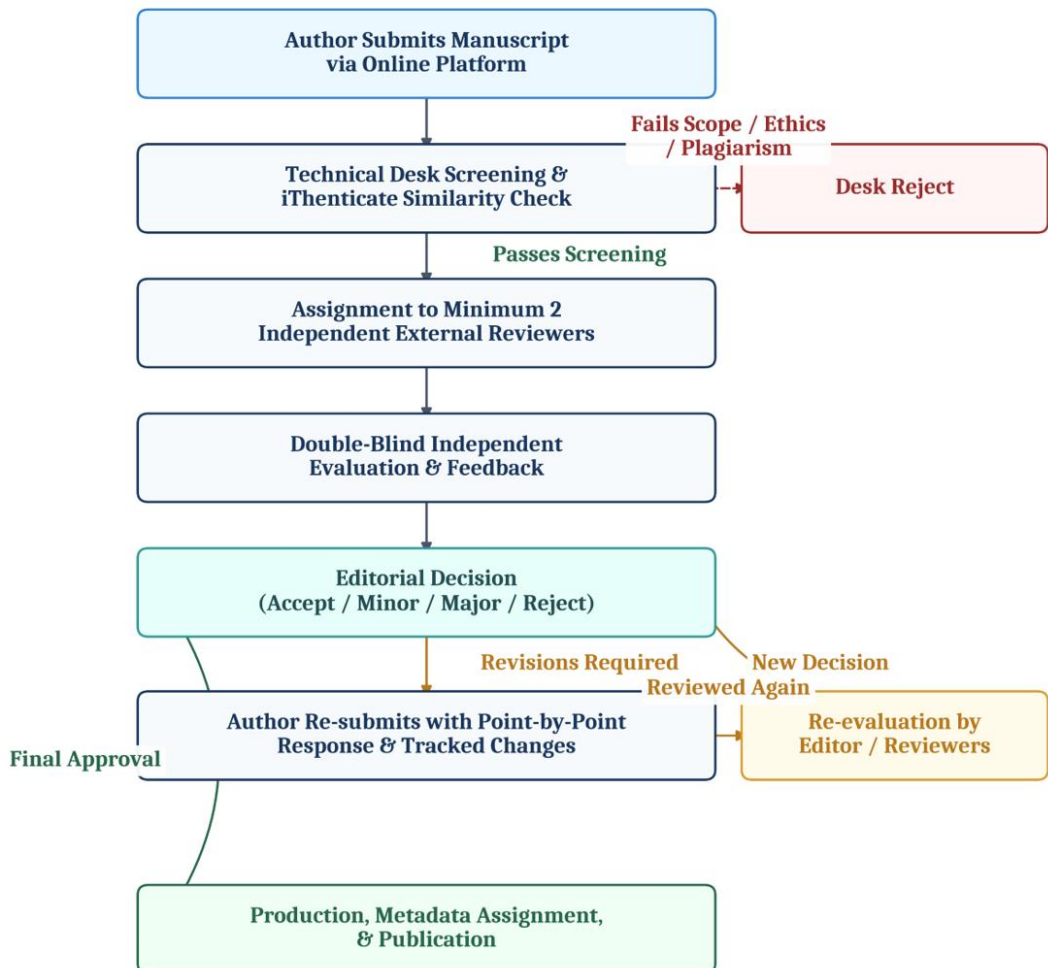
European Journal of Marketing and Economics (EJME) enforces a double-blind peer review procedure, ensuring the strict anonymity of both authors and reviewers throughout the evaluation process. EJME is committed to upholding publication integrity, transparency, and high scholarly standards in accordance with the guidelines of the **Committee on Publication Ethics (COPE)**.

1. Peer Review Workflow & Procedure

The review procedure follows a structured, multi-stage workflow to ensure unbiased, rigorous, and timely evaluation.

European Journal of Marketing and Economics (EJME)

Peer Review Workflow & Procedure



Step 1: Submission & Technical Desk Evaluation

- Upon manuscript submission via the online platform, the Journal Editor conducts an initial internal review.
- **Plagiarism Screening:** All manuscripts undergo automated similarity screening via **iThenticate** to verify text originality and citation integrity.
- **Scope & Technical Assessment:** The editor verifies that the manuscript falls within EJME's Aims & Scope, complies with basic academic formatting, and includes all structural components.
- *Manuscripts with high similarity index, severe structural deficiencies, or out-of-scope topics are desk-rejected at this stage.*

Step 2: Formal Peer-Review Assignment (Desk Clearance)

- Manuscripts passing the initial desk evaluation proceed to formal peer review.
- The Journal Editor assigns the manuscript to a **minimum of two (2) independent external reviewers** via the online platform.
- All author identities, affiliations, and direct contact details are removed to ensure a complete double-blind review process.

Step 3: Independent Peer Evaluation

- Once assigned reviewers accept the evaluation request on the platform, they thoroughly evaluate the manuscript based on established journal criteria.
- Reviewers provide detailed feedback, markups, and direct structural comments using tracked changes or annotation tools.

Step 4: Editorial Recommendation & Decision

Based on the independent evaluations, reviewers submit their recommendations through the platform, choosing one of four options:

1. **Accept as Is:** The manuscript is suitable for publication without changes.
2. **Minor Revisions:** The manuscript requires minor structural, language, or technical changes.
3. **Major Revisions:** The manuscript requires substantial theoretical, methodological, or empirical revisions.
4. **Reject:** The manuscript is unsuitable for publication due to critical scientific or structural flaws.

Step 5: Author Revision & Re-evaluation

- Reviewer feedback and editor comments are shared directly with the author via the online portal while maintaining reviewer anonymity.
- The author revises the manuscript using tracked markups based on the reviewer and editor suggestions.
- The author submits the revised manuscript along with a point-by-point response letter through the platform.
- The Journal Editor evaluates the revised submission—forwarding it to the original reviewers if major revisions were required—to confirm that all suggestions have been properly addressed.

Step 6: Final Decision & Production

- Upon final editorial acceptance, the manuscript is forwarded to the production team for typesetting, metadata formatting, and publication.
- To maintain full transparency and compliance, all published articles explicitly display key review milestone dates: **Received**, **Revised**, **Accepted**, and **Published**.

2. Reviewer Qualification, Selection & Registration

EJME maintains a rigorous standard for reviewer selection:

- **Registration:** Prospective reviewers register on the journal's online platform by submitting their curriculum vitae (CV) and research profiles.
- **Editorial Assessment:** The Journal Editor assesses the applicant's research competence, academic degree, and publication history in marketing or economics before accepting them into the reviewer panel.
- **Assignment Matching:** Assignments are made strictly based on topic alignment, methodological relevance, and absence of competing interests.

3. Comprehensive Peer Review Criteria

Reviewers evaluate submitted manuscripts using the following structured criteria:

Evaluation Dimension	Key Assessment Guidelines
Originality & Significance	Assesses the originality of the research. Evaluates the manuscript's contribution to expanding or advancing research in marketing and economics.

Evaluation Dimension	Key Assessment Guidelines
	Highlights interesting or novel findings in specific subject areas.
Structure & Completeness	○ Verifies the presence of essential sections: title, abstract, keywords, introduction, methodology, discussion, conclusion, and references. ○ Recommends enlarging or shortening specific sections where necessary.
Methodology & Empirical Data	○ Assesses the validity and soundness of the research design and analytical methods. ○ Indicates specific sections that would benefit from additional data or empirical support.
Literature & Citations	○ Ensures proper citation of references within the body text where mentioned. ○ Verifies citation accuracy and flags potential citation manipulation or unreferenced claims.
Discussion & Implications	○ Evaluates the depth of interpretation and offers suggestions for improvement in the discussion section. ○ Ensures practical and theoretical implications are clearly derived.
Language & Presentation	○ Evaluates overall clarity, succinctness, and presentation quality. ○ Assesses English language proficiency. ○ Recommends professional proofreading or identifies specific passages requiring enhanced clarity.

4. Generative AI and AI-Assisted Technologies in Peer Review

EJME enforces clear guidelines regarding the use of Artificial Intelligence during the peer-review process, fully aligned with **COPE** standards:

A. Policy for Peer Reviewers

- **Confidentiality Safeguards:** Reviewers are **strictly prohibited** from uploading unpublished manuscripts, figures, datasets, or author information into public

Generative AI platforms (e.g., ChatGPT, Claude) or third-party AI software. Doing so violates author confidentiality, copyright, and data privacy regulations.

- **Prohibition on AI-Generated Critiques:** Generative AI tools must not be used to conduct evaluations, write review reports, or judge research validity. Scientific evaluation requires expert human critical judgment that AI cannot provide.
- **Permitted Language Support:** Reviewers may use AI-assisted tools solely to refine, edit, or translate the language and syntax of their *own written evaluation comments* for enhanced readability.
- **Mandatory Disclosure:** If AI tools are used to polish review text, reviewers must declare this to the Handling Editor upon submission.

B. Policy for Editors

- Editors maintain full human responsibility for all editorial decisions. Automated tools may assist in preliminary pre-screening (e.g., iThenticate similarity analysis, reference validation), but editorial acceptance or rejection decisions are made exclusively by human editors.

5. Reviewer Obligations & Ethical Conduct

- **Confidentiality:** Manuscripts received for evaluation are strictly confidential. Reviewers must not share, discuss, or utilize unedited manuscript content for personal or research gain.
- **Objectivity & Neutrality:** Reviewers must provide objective, constructive feedback without personal bias or hostile critique.
- **Conflict of Interest:** Reviewers must decline assignments if a financial, institutional, professional, or personal conflict of interest exists with the authors or institutions involved.
- **Timeliness:** Reviewers are expected to complete assignments within the agreed timeframe or promptly inform the editor if a deadline extension or reassignment is required.

6. Journal Governance and Oversight

- **Editorial Independence:** The Editor-in-Chief and Handling Editors maintain sole decision-making authority regarding article acceptance, guided strictly by peer-review outcomes and scientific merit.
- **Implementation Oversight:** The Journal Manager oversees the execution and enforcement of this review policy, ensuring publication integrity and quality across all EJME releases.
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Journal Management

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