

European Journal of Marketing and Economics (EJME)

Review Policy

European Journal of Marketing and Economics (EJME) follows a robust double-blind peer review procedure, ensuring the anonymity of both reviewers and authors throughout the process. The review policy is outlined as follows:

1. Selecting Reviewers

1. Reviewers register on the journal's online platform by submitting their CV.
2. The Journal Editor carefully assesses the reviewers' competences in the field and accepts them based on their expertise.

2. Internal Review

- Upon receiving a manuscript from the author, the Journal Editor conducts a comprehensive initial review. If the manuscript meets the eligibility criteria, the editor sends a letter of initial acceptance to the author.
- The Journal Editor assigns the manuscript to a reviewer for an in-depth blind review through the online platform.
- Once the reviewer accepts the assignment, they thoroughly review the manuscript according to the criteria provided in the guidelines.
- The reviewer submits their feedback to the editor through the online platform, suggesting acceptance with minor or major changes. In some cases, the reviewer may recommend acceptance of the manuscript as it is. This feedback is also shared directly with the author, ensuring that the reviewer remains unaware of the author's contact details.
- The author revises the manuscript based on the reviewer's feedback and submits the revised version to the editor through the platform.
- The Journal Editor forwards the revised manuscript to the production team for publication.

3. Reviewer Criteria

Reviewers are tasked with assessing various aspects of the manuscript, including:

- Originality of the research.
- Contribution to expanding or advancing research in the subject area.
- Presence of essential sections in the research manuscript, such as title, abstract, keywords, introduction, methodology, discussion, conclusion, and references.

- Proper citation of references within the body text where they are mentioned.
- Overall clarity, succinctness, and quality of presentation in the manuscript.
- Identification of areas that may require shortening.
- Suggestions for improvement in the discussion sections where applicable.
- Indication of sections that would benefit from additional data.
- Recognition of interesting findings in specific areas.
- Recommendations for enlarging sections if necessary.
- Assessment of the manuscript's English language proficiency.
- Suggestions for professional proofreading if required.
- Identification of sentences or passages that need enhanced clarity.

4. Recommendation to the Publisher

Based on the review, the reviewer provides a recommendation to the publisher, which can include:

- Acceptance and publication of the manuscript as it is.
- Acceptance and publication of the manuscript with minor revisions.
- Acceptance and publication of the manuscript with major revisions.
- Rejection of the manuscript.

5. Publication of the Reviewed Paper

- The reviewer offers direct comments on the manuscript using markups in Microsoft Word and submits this version through the online platform.
- The author receives the reviewed version for revision, along with the editor's and reviewer's suggestions.
- The author considers and incorporates the suggested changes, tracking the markups provided by the reviewer.
- The author submits the final revised version through the online platform.
- The editor receives the revised version, evaluates its suitability for publication, and decides whether to forward it to the production team.

The Journal Manager oversees the implementation of this review policy, ensuring the integrity and quality of the publication process in EJME.

Journal Management