

INTERNATIONAL JOURNAL OF MARKETING & DISTRIBUTION (IJMD) EDITORIAL POLICY, CALL FOR PAPERS AND SUBMISSION GUIDELINES

IJMD Editorial Board, Japan Society of Marketing and Distribution

1. Objective

The International Journal of Marketing & Distribution (IJMD) is a quarterly academic journal published in Japanese and English by the Japan Society of Marketing and Distribution (JSMD). Its objective is to significantly contribute to the marketing and distribution discipline by publishing original and outstanding research articles, disseminating the results, and encouraging interaction among members and stakeholders.

2. Target areas

IJMD targets theoretical and empirical research in the following areas. In addition to theoretical and empirical research, IJMD welcomes review articles in any of these research areas.

- Marketing strategy and management (market selection, strategy design, product/brand, price, channel, advertising, sales, promotion, etc.)
- Consumer behaviors
- Commerce (retail, wholesale, trade, etc.)
- Distribution (macro) structure, organization, and activities
- Marketing research
- Research methodology (including a history of theories)
- Other concepts and fields related to marketing and distribution (economy, society, technology, various business environments, etc.)

3. Submission Eligibility

At least one author must be a JSMD member (excluding subscribing, supporting, and international exchange members). However, non-members may submit after getting preliminary approval for membership. Regardless of the language used, submitted drafts must not have been published in any other journal and must not be under review. However, the following are exceptions and eligible for review.

- Work-in-progress papers that have not been formally reviewed in any journals
- Abstracts in conference proceedings (within 200 words in English)
- Full paper in the conference proceedings, but not described detailed results, or substantially revised and developed
- Based on a report published by non-academic organizations, but sufficiently different in emphasis and intent from the paper to be submitted to IJMD. The author should publish such a report after having published the paper.

In these cases, please submit the relevant manuscript together. Conference proceedings include those published in other than the JSMD conference. The Editorial Committee will judge other specific cases upon submission.

4. Manuscript and Submission

IJMD publishes peer-reviewed papers on topics selected by authors and specialized topics by an editorial committee. To prepare and submit a draft, follow the prescribed template. The original and revised manuscripts should be about 10,000 words (excluding footnotes and references). Each figure or table is equivalent to 200 words, and each mathematical formula is equivalent to 20 words.

5. Review Process

The Editorial Board consists of the Editor(s)-in-Chief, the Deputy Editors-in-Chief, and the Editorial Board Members. The Editorial Board appoints an Area Editor, and the Area Editor appoints reviewers from JSMD members as a basic rule. The Editorial Board decides whether to publish a paper based on anonymous evaluations by the reviewers and the judgment of the Area Editor. The standard review period is three months before the first review result.

6. Review Criteria

Reviewers consider all of the following criteria for evaluating a manuscript: originality of the research, clarity of positioning, adequateness of the literature review, contribution to the research area, interests of members, validity and appropriateness of the research methodology, reliability and generalizability of the research results, clarity of discussion, clarity of structure, and readability.

7. Publication and Copyrights

Published papers will be widely available for JSMD members and non-members via J-Stage. The copyright belongs to the author(s), but exclusively licensed to JSMD based on the Copyright Act. Reproduction and public transmission rights are also exclusively licensed to JSMD. The same applies if JSMD consigns reproduction and public transmission to a third party. This license is limited to the purpose of publication of IJMD.

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Editorial Board of International Journal of Marketing and Distribution