

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

CALL FOR PAPERS

International Journal of Marketing & Distribution (IJMD) is the scholarly journal published online in English by the Japan Society of Marketing and Distribution (JSMD). The objective of IJMD is to publish and widely disseminate research in the area of marketing and distribution. Research published in the journal must make a significant contribution to the marketing and distribution discipline and meet high standards of scholarship.

Please note that **at least one** of the contributing authors of any manuscript submitted to IJMD should be a **current member of JSMD**.

EDITORIAL POLICY

Main research areas considered for inclusion

Articles

IJMD welcomes theoretical and empirical contributions from the following types of research areas:

- Marketing strategy
- All areas of marketing management (product, branding, pricing, channel, advertising, personal selling, and sales promotion)
- Consumer behavior
- Distribution (macro) structure, organization, and activities
- Commerce (retailing, wholesaling, trade etc.)
- Research methodology (including history of theory)

- Marketing research
- Other areas related to marketing and distribution (environmental issues, law etc.)

In addition to theoretical and empirical research, IJMD encourages the submission of articles reviewing and integrating research in any of the research areas listed above. It is the policy of IJMD that manuscripts submitted for review must not have been published or be under consideration for publication elsewhere. Printed articles with a status comparable to working papers¹ and formal reports² that have not been subject to a formal editorial (peer-review) process will be considered for review.

The Review Process

Each paper is first reviewed by the editorial board and, if it is judged suitable for this publication, it is then sent to reviewers for double blind peer review. The editorial board consists of the editor, the associate editors and other members of the editorial board. The editorial board manages the review process by appointing multiple reviewers from among JSMD's members. Based on the reviewers' recommendations, the editorial board then decides whether the paper should be accepted as is, revised or rejected. However, papers submitted upon invitation by the editorial board will be subjected to a simplified reviewing process. The entire reviewing process will usually take about three months.

¹ **Working Papers**

Dissemination of "working papers" to a limited audience will not ordinarily jeopardize publication. Working paper series are used by many organizations as a means of enabling researchers to obtain critiques from fellow researchers. Working papers covered by this policy are those that are released by the author or an organization rather than by a publisher, are not advertised to the public, are marked as drafts that are subject to future revision, and have not been subject to a formal editorial (peer-review) process.

² **Formal Reports from Foundations, Academic Institutions, Institutes, Trade Associations, and Government Agencies**

The dissemination efforts of foundations, government agencies, research institutes, and other organizations that support or carry out research can complement publication in peer-reviewed journals. If publication in IJMD is desired, organizational publications should be timed to coincide with or follow journal publication, with appropriate copyright permissions having been obtained. This sequence ensures that the peer-review process will have an opportunity to correct deficiencies of method or presentation. Formal, published reports that have gone through an editorial process, that have been intended to reach a wide audience, and that are publicized and available to any interested party (whether free or not) usually will not be considered for publication in IJMD. A paper that is based on such a report might be considered for publication if it were sufficiently different in emphasis or intent. In such instances, the author should explain at the time of submission (or before) how the paper differs from the previously released report and why its publication would represent a distinct and important contribution beyond that version.

Review Criteria

Reviewers consider all of the following criteria for evaluating a manuscript.

- Originality of the research
- Clarity of positioning of the research
- Adequateness of the literature review
- Level of contribution to the area of research
- Level of interest of the Society's members
- Validity and appropriateness of the research method
- Reliability and generalizability of the research results
- Clarity of the argument
- Clarity of the composition
- Readability of the writing

International Journal of Marketing & Distribution, Editorial Board

SUBMISSION GUIDELINES

Manuscripts may be submitted **at any time** online by uploading a digital copy of the manuscript in MS Word format (version 97 or higher) to IJMD's **Editorial Manager**, accessible directly through the link below.

<https://www.editorialmanager.com/jsmd/default.aspx>

Alternatively, IJMD's Editorial manager can also be accessed through JSMD's website.

Please note that IJMD's Editorial Manager is **shared** with JSMD's Japanese-language publication 'Journal of Marketing and Distribution'(流通研究). Authors submitting a manuscript to IJMD should **first log into this shared Editorial Manager** and then choose which publication they wish to submit their manuscript to. Authors who have previously registered an author account for 'Journal of Marketing and Distribution' (流通研究) can use the same account to submit manuscripts to IJMD.

Submitted manuscripts will be subjected to a review process as outlined above under "Editorial Policy".

Manuscripts accepted for publication will be published online on J-STAGE as soon as the galley proofs have been approved.

Formatting and citation style

Authors should use **APA style**, as specified in the *Publication manual of the American Psychological Association* (6th ed., 2010), published by the American Psychological Association.

Checklist, academic integrity statement, and copyright transfer agreement

When submitting a manuscript, authors are required to submit the checklist, academic

integrity statement, and copyright transfer agreement document which can be downloaded from JSMD's website. All authors of a paper need to sign (digitally or scanned) this document. Authors have copyright but license exclusive rights in the manuscript to Japan Society of Marketing and Distribution.

Proofreading and Copy Editing of Manuscripts

Please write your paper based on US English conventions. Authors –with the exception of native English speakers, or those with comparable language skills– will be required to submit a digital proofreading certificate (or digital scan of a printed version), issued by a certified native English proofreader or copy editor, together with the initial submission **and** any revised versions of the manuscript. If you have any questions on how to assess your English writing skills, please contact the IJMD editor-in-chief at ijmd.editor@gmail.com.

Submitting Revised Manuscripts and Accepted Manuscripts

It is the responsibility of the author(s) to complete invited manuscript revisions in a timely manner. The maximum time allowed for resubmission of an invited revision is one year from the date of the invitation to revise. Manuscripts submitted to the journal should be original contributions and should not be under consideration for any other publication at the same time.

Manuscript Preparation for Initial Submission

Manuscripts accepted to the journal should not normally exceed 10,000 words including all references, tables, figures, illustrations, and appendices. The entire manuscript, including reference list and figure captions, should be presented as A4 double-spaced typescript. All pages must be numbered consecutively.

Please make sure to **remove all personal information** from your document before you

submit it to IJMD.

ORDER OF INCLUSION

The International Journal of Marketing and Distribution uses double-blind peer review, so you will need to upload the body of the text, without author information as a file onto the Editorial Manager system. This file and other information such as title, abstract, and keywords uploaded onto the appropriate sections of the Editorial Management system will be automatically transformed into a PDF and sent to reviewers. You also need to include any tables, figures, illustrations, and appendices as part of this file. Please start tables, figures, illustrations, and appendices on a new page and use a separate page for each individual table, figure, illustration, and appendix.

Please use the MS Word **template files**, labeled ‘IJMD Manuscript Template,’ and ‘Submission Checklist,’ **available for download from the JSMD website** to format your paper.

Please label each of the two MS word files (i.e., 1) the file containing the main body of the manuscript, tables, figures, and appendices; and 2) the file containing the checklist) you submit by using the first six words of the title of your paper as shown below. Illustrations should be submitted as separate files, preferably as a PDF (alternatively, TIFF, JPEG, or PNG files are also acceptable).

“The_evolving_nature_of_marketing.doc”

“The_evolving_nature_of_marketing_Checklist.doc”

Manuscript file: Body of Text, Appendices, Tables and Figures

First Page: Body of text

Text begins on this page. The title of the paper does not need to be included at the top of this page. First-level headings (major headings) should be centered, second-level headings are to be flush left, and third-level headings are to be followed by a period. The related copy begins immediately thereafter. Headings should be a boldface type in upper/lower case. Font for the entire manuscript should be 12 point Times New Roman. Allow margins

of 25 mm at the top and bottom and 30 mm on the right and left. Manuscripts should be left justified.

Footnotes should be used sparingly. In an extraordinary case when a footnote is needed, number it within the body of the text, and place the note text at the bottom of the page in a Times New Roman 10-point font.

OTHER FORMATING GUIDELINES

Appendices

Appendices may be used to include mathematical, highly technical material that supports the main text but is not critical to the reader's interpretation of the text. Also questionnaires used in the research may be included as an appendix. Label these "Appendix 1," "Appendix 2," etc. They must be referred to in the text of the article, but are not to be designated for placement (unlike tables and figures - see below).

Tables and Figures

Each table or figure should be placed on a separate page and numbered consecutively beginning with Table 1 and Figure 1. A table or figure should not be included unless it is referenced in the text of the article. In the paper, tables come first followed by figures. Placement in the text should be indicated as follows:

Place Table 1 about here

The table or figure number and title should be typed on one line in boldface type under upper/lower case.

Example:

Table 1 Type Your Title Here

Figure 1 Type Your Title Here

Footnotes in tables and figures should be designated by superscript numbers that correspond to notes at the bottom of the table or figure (outside the box or line).

Tables should be created either by using the 'insert table' function in MS Word or created in MS Excel and inserted as linked files by using the 'insert file' function in MS Word with the 'link to file' check box checked.

Illustrations

Illustrations submitted (line drawings, halftones, photos, photomicrographs, etc.) should be clean originals or digital files. Digital files are recommended for highest quality reproduction and should follow these guidelines:

- 300 dpi or higher
- Sized to fit on journal page
- PDF, TIFF, JPEG, or PNG format only

May 29, 2019

International Journal of Marketing & Distribution
Editorial Board