

## **Guidelines for authors submitting papers for the Journal of Business Research Special Issue**

Authors of competitive papers presented at the 2008 Thought Leaders International Conference on Brand Management are invited to revise and resubmit their papers to a Special Issue of the Journal of Business Research. Please note that the authors of posters are not eligible to submit papers to the Special Issue.

The standard submission guidelines for the Journal of Business Research can be found at [www.elsevier.com/wps/find/journaldescription.cws\\_home/505722/authorinstructions](http://www.elsevier.com/wps/find/journaldescription.cws_home/505722/authorinstructions) .

Additional guidelines are provided below. **Both sets of guidelines should be followed closely.**

However, please note that as this is a Special Issue, papers should **ONLY** be submitted to the Editors of the Special Issue, Dr Cleopatra Veloutsou and Dr Colin Jevons, by email to [C.Veloutsou@lbss.gla.ac.uk](mailto:C.Veloutsou@lbss.gla.ac.uk) and [Colin.Jevons@buseco.monash.edu.au](mailto:Colin.Jevons@buseco.monash.edu.au) . Papers should **NOT** be submitted through the normal channels to the Editors stated on the Journal of Business Research website.

The deadline for paper submissions is **11<sup>th</sup> July 2008.**

### **Summary of Submission Requirements**

Please read and revise your paper to achieve the following requirements before submitting your paper.

1. Do tell in your letter (i.e., email note) what is unique and valuable about the paper when you submit the paper.
2. Use “i.e.,” only inside parentheses; use “that is” in text outside of parentheses.
3. Use “e.g.,” only inside parentheses; use “for example” in text outside parentheses.
4. Do not use “Exhibit.”
5. Round correlations to two decimal places in text and tables.
6. Do not using shading in tables and figures. Do not use coloring in tables and figures or in text pages.

7. Usually round means to whole numbers or to one decimal place.
8. Round standard deviations to one or two decimal places.
9. All figures and tables go at the end of the manuscript; call for placement in text using, Table 1 here.
10. Make sure that you double space everything on the cover, abstract, text, and reference pages using 12-point Times Roman type. Do not single space anything on the cover page, abstract, text, and reference pages.
11. Indent paragraph starts 5 spaces. Do indent the first paragraph or the first paragraph below subheadings. Do indent the start of the abstract 5 spaces.
12. Use American English.
13. Consider asking someone to read the paper before submission and give comments to you. Thank the person in the cover letter in the start of the footnote paragraph that includes the complete addresses of all authors. Place this footnote paragraph at the bottom of the cover page.
14. Keep your title to 8 words or less.
15. Do not block the text; use left justification.
16. Use no footnotes at bottom of pages and not footnotes at the end of the paper.
17. Include all authors' names if the first call to a reference in the text (up to 12 authors); use "et al." subsequently.
18. Do not use air quotes such as, When going fishing, I "really believe" that I will catch fish.
19. Do not use single quote marks such as, When going fishing, 'I really believe' that I will catch fish.

20. Do not use psychological markers such as, "In writing this report, the authors believe that ...." "The authors believe is a psychological marker.
21. Do not use the following words in sentences except when quoting some one else: it there we our.
22. Use present tense as much as possible. Avoid passive tense.  
  
Do **not** write, Jones (2001) reported that ....  
  
Do write, Jones (2001) reports that ....
23. Please go through your entire manuscript carefully to revise as much as possible to get rid of passive tense. Such a critical requirement, this requirement appears twice. Note that the last sentence avoids the following construction, "... this requirement is repeated."
24. Avoid writing, "This results in three conditions." Add a noun after writing, "This." For example, "This finding results in three conditions."
25. Send only the paper via a WORD file attachment. Do not send paper copies.
26. Place page numbers in the upper right side of each page; do **not** place a page number on the cover page.
27. Include the month and year in the center of the cover page.
28. Do **not** center the footnote on the cover page. The footnote on the cover page should include an acknowledgement and all authors' complete addresses including email addresses.