

Journal of International Marketing Strategy (JIMS)

Author Guidelines

Journal submissions are required to follow all below guidelines closely. Failure to follow them provides the editors the right to withdraw manuscripts from consideration.

Length: Manuscripts length is between 5,000 and 6,000 words, all inclusive of title, abstract, keywords, text, references, appendices, and author bios. Note that each table or figure counts for 300 words of text. These space limitations are non-negotiable.

Format: Guidelines require U.S. English, MS Word, on 8.5" x 11" pages, in Times New Roman (TNR) font, 12 pitch and with all margins set at 1.00" (one inch).

Title: Manuscripts begin with a title, placed on the top/first line of the page. Short titles (under ten words) are preferred. Titles requirements include centering of titles, capital letters, and bolded, and use 14-point TNR font.

Author(s): The author list follows, double-spaced below the title. Author details include single-spaced, centered, and 12 pitch TNR font. Information for each author is on a single/separate line including First Name, Last Name, Institution, Country, and current email.

Abstract: The abstract is under 100 words and provides an overview of research objectives, methodology, findings and significance. The title "Abstract" serves as a heading that is left justified, capitalized and double-spaced below the last author's name. The abstract text is in 12 pitch TNR font.

Keywords: Keywords follow, double-spaced below the abstract. These should consist of several terms descriptive of the paper separated by commas, intended to help article searches.

Headings: First level headings should be short, left justified, capitalized, bolded, and use 12 pitch TNR font. Second level headings are similar to the former except that they are not capitalized. There should be one blank line above/between headings, with text immediately thereunder.

Body Text: Body text is in 12 pitch TNR. Paragraphs begin at the left margin without indentation. All text is single-spaced, with a double space between paragraphs. All paragraphs are fully-justified.

Page Numbering: Number all manuscript pages starting on the first page. Page numbers are in the lower right corner of each page and be in 12 pitch TNR font.

Spelling & Grammar: Spell check all manuscripts and check all submissions for correct grammar and punctuation. The editors strongly suggest the use of grammar and spelling software before submission.

Writing Style: Writing needs a simple, non-convoluted style making individual points and easily understandable arguments. Submissions require an efficient and concise writing style avoiding redundancy.

Tables and Figures: Tables and figures should be placed in-text, close to where they are cited/discussed. The color is black and white, not color, easily understandable and high-quality/camera-ready. Tables and figures require horizontally-centering on the page and proper consecutive numberings, headings, and other notations. Headings style is bold, non capitalized, 12 pitch TNR font, and placed on the table or figure, left

justified. All figures and tables need citations where appropriate and copyright permission if from another source. The font in the table is ten pitch TNR. Authors should remove all codes from tables and figures so that editors and the publisher can move them in the text where they deem their placement most appropriate.

Citations: All assertions and or claims, unless original, require citation. Citations are in APA style. List all citations in the reference section. Citations included within the text should consist of the author's last name and date of publication enclosed in parentheses, separated by a comma. Example: (Sharma, 2007). Do not use footnotes nor citation numbers in the text.

Quotes: When quoting verbatim another source, author, date and page number should be indicated within the citation. Quotes should be italicized and put in quotations to differentiate from regular text.

References: List all sources cited at the end of the document in alphabetical order under the heading of "References," left justified. Do not number references. Double space between the heading and the first reference, and between all subsequent references. However, single space each reference and left justify the reference. Ensure that all references are complete including all author details, such as year published, publication name, volume, issue and page numbers. Do not use endnotes.

Author Bio: Include a short bio, under 100 words, in the rear of the paper before the references. Include each author bio. The word count includes author bios.

Originality: The journal only accepts original submissions. The submission letter needs to include a statement indicating that the paper is the author's original work and neither this paper nor a version of it is published elsewhere. The author further guarantees that the work is not under review or consideration for publication elsewhere. These provisions are consist with COPE guidelines.

Copyright: Material published as part of this journal is copyrighted by the Modern Technology and Management Institute (MTMI), USA. *MTMI. The editors are not responsible for the content of the individual papers. Any omissions and/or errors are the sole responsibility of the author(s).* Authors are required to submit a copyright release form transferring copyright.

Prospective authors may submit questions about the above issues to either managing editor Lawrence.Cunningham@ucdenver.edu or Founding Editor Pravat Choudhury pchoudhury@howard.edu.