

Journal of International Marketing Strategy (JIMS)
Manuscript Guidelines and Author Instructions
Revised August 18, 2017

The Journal of International Marketing Strategy (JIMS) requires submissions to follow these guidelines. Guidelines are non-negotiable. Failure to comply with guidelines nullifies acceptance of the articles for publication.

Length: Manuscripts must be between 5,000 and 6,000 words, inclusive of title, abstract, keywords, text, references, appendices, and author bios. Note that each table or figure counts for 300 words of text.

Format: Manuscripts are in U.S. English, MS Word, on 8.5" x 11" pages, in 12-point Times New Roman font, and with all margins set at 1.00".

Title: Manuscripts begin with a title, placed on the top/first line of the page. Short titles (under ten words) are preferred. The title must be centered, in all-capital letters, bolded, and use 14-point Times New Roman Font.

Author(s): The author list follows, double-spaced below the title. Author details should be single-spaced, centered, and in 12-point Times New Roman 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, all-capitalized and double-spaced below the last author's name. The abstract text is in 12-point Times New Roman font, fully-justified.

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

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

Body Text: Body text should be in 12-point Times New Roman font. Paragraphs begin at the left margin without indentation. All text is single-spaced, fully justified, with a double space between paragraphs.

Page Numbering: Manuscript pages must be numbered starting on the first page. Page numbers should be in the lower right corner of each page, in 12-point TNR font.

Spelling & Grammar: Check all submissions for correct spelling, punctuation, and grammar. The editors strongly suggest the use of dedicated checking software before submission.

Writing Style: Writing style should be simple, non-convoluted to make arguments easily understandable. Papers should be efficient and concise, avoiding redundancy.

Tables and Figures: Tables and figures are in the text, close to the area of discussion. They are in black/white or grayscale, not color, easily understandable, and high-quality/camera-ready. Tables and figures require horizontal-centering on the page and proper consecutive numberings, headings, and other

notations. Headings should be bold, in 12-point Times New Roman font, left-justified, and placed above the table or figure. All figures and tables need citations where appropriate, and copyright permission if from another source. The font within tables should be 10-point Times New Roman font. Authors need to remove all code from tables/figures in the final submission so that editors may place this information in the best location as they deem appropriate.

Citations: All assertions/claims, unless original, require citations. Citations should follow APA style, i.e., author's last name and publication date, separated by a comma, enclosed in parentheses, e.g. (Sharma, 2007). Do not use footnotes or citation numbers in the text.

Quotes: When quoting verbatim from another source, use the page number within the citation. Verbatim 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 and left-justify each reference. Ensure that all references are complete as to author details, including year published, publication name, volume, issue, and page numbers for journals. Do not use endnotes.

Author Bio: Include a short bio, under 100 words, for each author before the reference section. Bios should be in 12-point Times New Roman font, justified. Each author's name should be bolded and should include their title, affiliation, and background.

Originality: JIMS only accepts original submissions. The submission letter needs to explicitly state that the paper is the author's original work and that neither the paper nor a version of it is published elsewhere. The author should further guarantee in writing in the first and final submission that the work is not under review or consideration for publication elsewhere. These provisions are consistent with COPE guidelines.

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