

The Market: International Journal of Business

A publication that promotes new and productive interaction between various business disciplines and fields

CALL FOR PAPERS

- CALL FOR ABSTRACTS: until 15 September 2018
- ABSTRACT: up to 300 words
- CALL FOR PAPERS (FOLLOWING APPROVAL): until 5 November 2018.

Note: Provisional title for the paper is mandatory.

THE MARKET: At a Glance

The Market: International Journal of Business is a scholarly (peer-reviewed) research journal published annually by the Cyprus Centre for Business Research and funded by The Cyprus Institute of Marketing (CIM).

The journal considers articles that express new and innovative ideas in the broad field of Business. It publishes the results of research endeavors that show strong future prospects and articles that address betterment of human life and business practices. Articles comprising of either domestic or international outlook are welcome.

The Market aims at providing opportunities for the promotion of new dynamic business ideas to enhance research in all business fields, with possible topics including – but not restricted to – the following:

- Marketing
- Management
- Business Organisation & Strategy
- Accounting & Finance
- International Entrepreneurship
- Political Marketing
- Human Resource Management

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AUTHOR GUIDELINES

Submission Requirements for Authors

Please send your typescript, with separate cover page containing the title, your name, address, position, and institutional affiliation, to:

Constantinos Constantinou, Associate Editor
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OR electronically to
market@cima.ac.cy

All typescripts must be submitted as word document files.

Final Manuscript Requirements:

1. Spacing and Type: all typescripts should be double spaced and must be in 12 Times New Roman.
2. Margins: the first page of the typescript should have a two-inch margin from the top of the first page. Side and bottom margins on the first page and all margins on subsequent pages should be on inch. The paragraphs should have a five-space indentation.
3. Titles and Headings: typescript titles should be centred, bold, and in all capital letters. The names of the author(s) and university(-ies) should appear a double space below the title at the left margin, capitalizing only the first letters. Each author must appear on a separate double-spaced line. Also, the following must be considered: (1) First-level headings should be a triple space below text, centred, bold and in all capital letters with no numbers; (2) Second-level headings should be centred, bold, and with only the first letter of main words capitalized; (3) Third-level headings should be at the left margin, underlined, first letter of main words capitalized. Triple-space before all subheadings with a double space after all subheadings.
4. Abstract: the abstract should appear three spaces below the names of the author(s) in a section entitled ABSTRACT. It should be no more than 300 words, which should present the principal substantive or theoretical point of the article submitted.
5. Tables, Figures and Illustrations: tables should appear on separate pages with notations inserted in the typescript. Submit different files

for figures and illustrations on separate pages. The headings should be in capital letters.

6. Formulas: Formulas should be single-spaced with two spaces below each formula. Each formula should have a number of parentheses on the right margin.
7. Footnotes and References: footnotes should be consecutively numbered within the text and appear at the end, preceding references. All references to books, articles, websites, reports, etc. should be cited in the text as well as in a separate page at the end of the manuscript with a heading labelled References. They should be cited and presented following the Harvard reference format.

Guide to Harvard Style of Referencing:

Authors must follow the ensuing guidelines as based on the *Harvard Referencing Style*.

Length of articles: minimum 7.000 – maximum 10.000 words (inclusive of footnotes and bibliography/references).

Sources typically include (electronic/print) articles, online journals and book or/and book chapters.

The overall quality of articles will be judged and reviewed according to the following criteria by the editorial team:

- 1) Formal correctness (that is, check for Introduction, Main Body, Conclusion and References/Bibliography) besides, correct use of English language (grammar, spelling and syntax) and, use of proper scientific style/expression
- 2) Cogency of presentation and key argument(s)
- 3) Clarity/Structure of (Conceptual or Empirical) Paper
- 4) Mastery of the relevant (and up-to-date) literature/latest developments
- 5) Evidence of critical analysis with regards to the contending arguments
- 6) Originality i.e., in terms of research findings contributing to new knowledge for the benefit of the academic community and, by extension, society at large

Note: The practice of taking somebody else's work/ideas and passing them off as if it is one's own consists of plagiarism. Intellectual theft will require the Editorial members to take according actions in view of how plagiarism happens to be a serious offence which may result in severe punishment for the offender.

Bibliography/References: A bibliography on the other hand, comprises an alphabetical listing of all the sources one used in order to write her/his paper. The method of writing a bibliography for the purposes here begins with writing the author's surname in an alphabetical order. Furthermore, references are used to show to the reader(s) what sources the author has used so that to write a particular part of a text (thereby, enabling them where

they can find out more about that topic) while, synchronously, giving credit to the person who wrote the book or article.

A suggestion based on the Harvard style includes:

- I. For books: Surname, initials and year of publication, title in italics, publisher, place of publication.
E.g., McAdams, N. (2018), *Marketing Essentials*, SAGE, London.
- II. For chapters in edited books: Surname, initials and year, "title", in & editor's surname, initials, title in italics, publisher, place, pages.
E.g., Fuller, J. and Smith, A. (2017), "*Strategic Marketing Principles*", in Shapiro, T. (ed.), *Strategic Management Marketing: Case studies*, A. A. Livani, Athens, pp. 33-56.
- III. For articles: Surname, initials, year, "title", journal name in italics, volume, number, pages.
E.g., Saunders, S., "Human Resource Management: Revisited", *Journal of Marketing Management*, Vol. 7 No 3, pp. 74-93.
- IV. For electronic sources: include the URL of the electronic site at which they may be found as well as the day you accessed the website in question.
E.g., Burns, P. (2016), "Handbook for Successful Marketers", *European Journal of Marketing*, Vol. 8 No 2, pp. 29-45. <https://www.emeraldinsight.com/journal/ejm#> accessed 5 June 2018.
Or, Silverman, R. (2014) 'What effective managers should watch out', *BBC*, <https://www.bbc.com/news> accessed 6 July 2017.
NB: If there is more than one author then, authors must list surnames followed by initials. E.g., Jackson, G., King, L. and Moufahim, A. (2018). In-text citation may be placed as follows: Jackson et al. 2018.

ETHOS & VALUES

Code of Conduct/Best Practice Guidelines:

The Market closely follows the guidelines issued by COPE (Committee on Publication Ethics).

The Market stipulates that its editorial team:

- Be responsible for thoroughly checking all of the material that is published in their journal so as to safeguard against any plagiarism (e.g., through the use of sophisticated software); though, it must be noted, any views that may be expressed in the articles therein do not necessarily represent those of the editors.

i.e., efforts will be made in order to meet the needs of readers and authors alike by continuously trying to ameliorate the journal. Quality, integrity and freedom of expression are merely some of the Journal's underlying values. Needless to say that, intellectual/ethical standards will always be prioritized over any business need. In the event of an omission or mistake on behalf of the Editorial team, immediate actions (such as, specifying apologies or the adding of comment(s)/reference to the exact

issue and page the said mistake or omission had previously happened) will be made in the ensuing issue so that to clarify whether it had occurred due to a human error (as deliberate acts of this sort do not characterize this publication).

- Bias will be avoided at all costs; extra caution will be given for those funded-research projects that give a reason to suspect that results towards a particular direction were presented (and that happen to be contrary to other corroborative, say, statistical tests).
- Selected articles will be shortlisted based primarily on the criterion of whether they serve the purpose of adding novel understanding and knowledge; that is, check if they have a significant contribution to the scientific (academic) community and, by extension, society at large.
- Acceptance/Rejections of articles must be reasonable; once the Editorial Committee decides to accept an article, any newly elected Editorial Board ought to respect that decision without altering it i.e., consistency will distinguish the Board except from any severe cases e.g., plagiarized (text or photographic) material only found afterwards.
- Procedure of review is evident given how on the website of the Journal one can find all information/steps that will ensue (alongside, submission/acceptance deadlines and so on – openly/electronically available on the Journal’s website –should the Abstract be accepted and also, subsequent corrections following the review process after article was submitted takes place).
- Authors may appeal against editorial decisions at market@cima.ac.cy
- Guide/Info to Authors – available on the website of the Journal – will be updated accordingly.
- Criteria for contributors to meet include academic credentials and/or substantial work experience through a key position in the relevant field.
- In regards to editors’ relations with their reviewers, and in alignment with COPE’s 4.1 section, editors must provide (frequently updated) guidance to reviewers on everything that is expected of them (including, the need to handle submitted material in confidence). For more info, please visit:
https://publicationethics.org/files/Code_of_conduct_for_journal_editors_Mar11.pdf.
- Reviewers will be checked by the editors to ensure that fair, unbiased and timely procedures were intact.
- New Editorial Board members will receive adequate guidance from extant members as to what their duties/functions are; annual meetings will be held so as to check if procedures to date need to be altered.
- Editors of the Journal must act strictly independently from any biases on behalf of the publisher(s)/owner(s) – preferably, as clearly stated in the initial contract as in line with the COPE Code of Conduct for Journal Editors.

- Editors will ensure for quality assurance by, say, aligning with the latest European Union's GDPR - General Data Protection Regulation - rules (e.g., informed consent will be at times necessary before, for example, a profile picture is published with a contributor's text or, other personal details). For more info, please visit: <https://www.eugdpr.org>.
- Feedback/Evaluation (from authors and readers to reviewers and editorial board members) will be the driver of the Journal's success.
- Editors will make sure to stay up-to-date with any contemporary (research) findings so as to see whether their procedures could potentially be improved.
- Editorial decisions must not be influenced in any way by the origins of the manuscript (whether nationality, ethnicity, political beliefs, race or religious orientation of the authors); nor be affected by the policies of government or other agencies outside of the journal per se.
- Editors will constantly try to raise their own standards by challenging themselves before then, asking from their group of collaborators (e.g., externals, designers and all other parties involved) to raise their bar too, for the betterment of the Journal.
- Support any initiative that is directed towards raising further awareness vis-à-vis ethics; for instance, encourage contributor(s) who wish to write an article revolving around the topic of "Business Ethics".
- Parallel to the Journal, seminars, presentations or/and work-shops may be organized in an effort to educate the audience about what publication ethics actually entails.
- Positive reinforcement may take place whenever someone exhibits an exemplary behavior, with her/his behavior being worthy of emulation; whereas, misconduct will not only be discouraged but even, result in the termination of the collaboration should the author repeatedly refuse (following sufficient time to do so while providing any necessary advice/further guidance) or fail to comply with the rules and regulations of the Journal (e.g., in terms of, intellectual theft that is ubiquitously unacceptable, further actions will be pursued).
- Press releases germane to the Journal shall be presented as cogently and succinctly as possible (besides being concise and accurate, every attempt will be made for the message to be communicated using clear language while reflecting the reality; to that end, this task may be outsourced to a journalist, utilize a resident journalist or person who has experience in such matter.
- Best available external editors (or peers) shall be sought while, in case this will not be made possible, to clearly state it as well as regards non-research articles (e.g., specify exact date/duration/venue of an in-depth anonymous interview that was taken in the past) i.e., transparency will be of outmost importance; e.g., CONSORT will be followed.

- Author and Co-author/-s philosophy will be followed (i.e., articles with guest authors will be avoided to be included once enough articles have been collected).
- Blind review shall take place to reduce prejudice/bias; in addition, this will ensure confidentiality.
- International standards for authors will be encouraged to be followed (e.g., <https://publicationethics.org/resources/international-standards-for-editors-and-authors>).
- Previously published articles will not be permitted; also, once the sent Abstract will be accepted and the authors in question have successfully been notified, they will only be allowed to submit their article in this Journal and not anywhere else.
- External reviewers with conflicting/competing interests with an author (specially, in case s/he sends us a request – though this is unlikely in view of how blind reviewing will take place) shall not be permitted to review the article of that person.
- During the reviewing process, there will be at least one person who is ranked either (at least) Associate Professor or above that rank.
- COPE flowcharts will be advised during the reviewing procedure (with links being provided: <https://publicationethics.org/resources/flowcharts>).
- Editors will encourage reviewers to point out any observed unethical practice or manipulation of data to serve one's own research findings. They will also encourage them to give priority to original papers – let alone, when contrasted with other papers that happen to be recycling older findings (thereby, contributing only slightly in terms of new knowledge or even, bordering mere plagiarism).
- Database creation of all reviewers will ensue so as to update it on a continual basis (in accordance to reviewers' performance); poorly ranked (and for a long period of time e.g., 2- 3 years) reviewers will be replaced by new ones whose selection criteria shall not be solely based on acquaintance.
- Editors will monitor any technological advancement tools, make sure they use peer review methods that are more appropriate for their journal and, in line with COPE.
- An ethics Committee or *ad hoc* Ethics Advisory Board may advise on specific cases (specially, when more evidence is needed to check whether a particular research was carried out ethically); of course, journal policies shall be reviewed periodically.
- Cases of e.g., alleged misconduct shall be further investigated; especially, alerting on matters dealing with breaches of intellectual property laws and conventions.
- COPE guidelines about retractions to be tried to be followed accordingly.
- Negative results emanating from submitted research papers are not to be excluded.
- Criticism is to be welcomed as it may lead into a fruitful debate.

- A complaint mechanism system will be present; for unresolved matters, individuals may refer to COPE.
- Any commercials/adverts are to be separately dealt with the Advertising/Marketing department.

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