

Instructions for Authors

Aims and Scopes

The Journal of the Academy of Marketing Science (JAMS) is devoted to the study and improvement of marketing and serves as a vital link between scholarly research and practice by publishing research-based articles in the substantive domain of marketing.

Manuscripts submitted for publication consideration in JAMS are judged on the basis of their potential contribution to the advancement of the science and/or practice of marketing. In order for a manuscript to be published in JAMS it must, at the minimum, meet the following criteria:

- Focus on a substantive issue in the domain of marketing
- Offer fundamentally new insights that advance the field
- Be literature-based and scholarly
- Demonstrate conceptual rigor
- Provide evidence of methodological rigor, if an empirical piece
- JAMS is committed to providing authors with:
 - Timely and constructive reviews
 - Specific and extensive directions (when necessary) for revising a manuscript
 - A decision to either accept or reject a manuscript as early as possible in the review process

The JAMS Editorial Office makes a concerted effort to ensure manuscript turnaround in fewer than 40 days. However, because JAMS is committed to ensuring that reviews are fair, informed, objective, and constructive, there may be occasional instances in which the turnaround time is longer.

Review Process

JAMS is committed to providing authors with:

- Timely and constructive reviews
- Specific and extensive directions (when necessary) for revising a manuscript
- A decision to either accept or reject a manuscript as early as possible in the review process

The procedures guiding the selection of articles for publication in JAMS are similar to those in place at most other double-blind refereed journals. Manuscripts are accepted for publication only after they are evaluated by at least two reviewers who are either members of the editorial review board or ad hoc reviewers; the editor's decision on whether or not to accept a manuscript for publication is influenced considerably by the evaluations and recommendations of these qualified and knowledgeable reviewers.

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TURNAROUND TIME

The JAMS Editorial Office makes a concerted effort to ensure manuscript turnaround in less than 50 days. However, because JAMS is committed to ensuring that reviews are fair, informed, objective, and constructive, there may be occasional instances in which the turnaround time is longer.

Manuscript Submission

Manuscript Submission

Submission of a manuscript implies: that the work described has not been published before; that it is not under consideration for publication anywhere else; that its publication has been approved by all co-authors, if any, as well as by the responsible authorities – tacitly or explicitly – at the institute where the work has been carried out. The publisher will not be held legally responsible should there be any claims for compensation.

Manuscript length should be reasonable for the contribution offered. Prior to submitting their works to JAMS for review, authors are strongly urged to solicit informal feedback on earlier drafts of their manuscript from colleagues at their own institution and/or at other institutions. Such actions can be conducive to lowering the likelihood of a manuscript being rejected, as well as the primary focus of the reviewers' comments being developmental in nature rather than on the manuscript's weaknesses that should be grounds for rejection. *Manuscript* with any author-identifying information removed from the body of the text, and formatted with 1" margins and double spaced.

Permissions

Authors wishing to include figures, tables, or text passages that have already been published elsewhere are required to obtain permission from the copyright owner(s) for both the print and online format and to include evidence that such permission has been granted when submitting their papers. Any material received without such evidence will be assumed to originate from the authors.

Consistent with the AMS Code of Ethics referenced above, authors of empirical studies accepted for publication in JAMS are required to report methodology-related information (e.g., sampling frame, sample size, and reliability of scales) and results (e.g. correlations among

variables and size of effects in terms of beta coefficients, strength of association measures, or elasticities along with the standard error) in a manner that would enable future researchers to replicate the study or use the study in subsequent meta-analysis studies. Authors are expected to provide the data upon any reasonable request.

Online Submission

Please follow the hyperlink “Submit manuscript” on the right and upload all of your manuscript files following the instructions given on the screen. More information about JAMS is available at its AMS page: <https://www.ams-web.org/jams> including a link to the submission system. By submitting a paper for consideration in JAMS, the authors collectively agree that they have acted consistently with the AMS Code of Publishing Ethics (see: <https://www.ams-web.org/publishing-code-of-ethics>). Manuscripts must be submitted electronically via our Editorial Manager system at: <http://jams.edmgr.com>.

Please ensure you provide all relevant editable source files. Failing to submit these source files might cause unnecessary delays in the review and production process.

Manuscript's Previous History

If your submission has been reviewed elsewhere before being sent to JAMS, please provide us a history of the paper. With this information we can contact the editor of the other journal(s) to ascertain the identity of the manuscript's previous reviewers. This assures a fair review process in that a fresh set of reviewers is assigned to the manuscript. We do not hold it against a paper that it has been rejected elsewhere as long as it has sought to improve upon previously rejected versions by taking into account comments from previous reviews.

During the online submission process, you will be given a chance to insert this information under “Author Comments.” The editorial office views this information prior to assigning reviewers to the manuscript.

Suggestions for Potential Reviewers (optional).

Authors are welcome to suggest potential reviewers for their manuscript at the time of submission. Please also disclose who has seen previous drafts of your manuscript (and as such would not be able to provide blind reviews). While due consideration will be given to the author's suggestions for potential reviewers, this should not be construed as an assurance that one or more of the reviewers assigned to a manuscript will be chosen from among the list of reviewers suggested by the author. Please include your suggestions in your “Author Comments.”

Copyright.

As part of the submission process we ask that you sign a copyright form assigning the copyright to JAMS (this assignment becomes void if we do not publish the paper). This certifies that the paper has not been published elsewhere and is not under review at any other publication. If the rights to the paper have been assigned to another publication you cannot legally assign the copyright to JAMS.

Title Page

Please make sure your title page contains the following information.

Title

The title should be concise and informative.

Author information

- The name(s) of the author(s)
- The affiliation(s) of the author(s), i.e. institution, (department), city, (state), country
- A clear indication and an active e-mail address of the corresponding author
- If available, the 16-digit ORCID of the author(s)

If address information is provided with the affiliation(s) it will also be published.

For authors that are (temporarily) unaffiliated we will only capture their city and country of residence, not their e-mail address unless specifically requested.

The cover page of the manuscript showing the author's name and affiliation is removed by the JAMS Office before the manuscript is sent to reviewers in order to ensure objectivity. Please do not identify the author(s) in the body of the paper either directly or by citation.

Large Language Models (LLMs), such as ChatGPT, do not currently satisfy our authorship criteria. Notably an attribution of authorship carries with it accountability for the work, which cannot be effectively applied to LLMs. Use of an LLM should be properly documented in the Methods section (and if a Methods section is not available, in a suitable alternative part) of the manuscript.

Abstract

Please provide an abstract of up to 150 words. The abstract should not contain any undefined abbreviations or unspecified references.

For life science journals only (when applicable)

- Trial registration number and date of registration for prospectively registered trials
- Trial registration number and date of registration, followed by “retrospectively registered”, for retrospectively registered trials

Keywords

Please provide 4 to 6 keywords which can be used for indexing purposes.

Acknowledgements

An Acknowledgment section may be included to acknowledge, for example, people who have assisted with aspects of the work (but who do not qualify as authors), disclaimers, collaborations, etc.

Statements and Declarations

The following statements should be included under the heading "Statements and Declarations" for inclusion in the published paper. Please note that submissions that do not include relevant declarations will be returned as incomplete.

- **Competing Interests:** Authors are required to disclose financial or non-financial interests that are directly or indirectly related to the work submitted for publication. Please refer to "Competing Interests and Funding" below for more information on how to complete this section.

Text Formatting

Manuscripts should be submitted in Word.

- Use a normal, plain font (e.g., 10-point Times Roman) for text.
- Use italics for emphasis.
- Use the automatic page numbering function to number the pages.
- Do not use field functions.
- Use tab stops or other commands for indents, not the space bar.
- Use the table function, not spreadsheets, to make tables.
- Use the equation editor or MathType for equations.
- Save your file in docx format (Word 2007 or higher) or doc format (older Word versions).

General. Each page of the manuscript must have page numbers and fonts must be in 12-point size. Providing a properly formatted manuscript is helpful to reviewers as they try to provide constructive comments to the authors.

Section headers. Organization of the paper should be logical wording consistent. All headers should be left aligned and bolded, with A-level headers in 14-point font size, B-level headers in 12-point font size, and C-level headers 12-point font and run in with the paragraph text (no periods after C-level headers). All headers should be sentence case, with capitalization directly after a colon. Please use no more than three levels of displayed headings.

Abbreviations

Abbreviations should be defined at first mention and used consistently thereafter.

Footnotes

Footnotes can be used to give additional information, which may include the citation of a reference included in the reference list. They should not consist solely of a reference citation,

and they should never include the bibliographic details of a reference. They should also not contain any figures or tables.

Footnotes to the text are numbered consecutively; those to tables should be indicated by superscript lower-case letters (or asterisks for significance values and other statistical data). Footnotes to the title or the authors of the article are not given reference symbols.

Always use footnotes instead of endnotes.

Tables and Figures

All tables and figures should be able to stand alone and make sense without reference to the text. Indicate table and figure placement within text and then include each table/figure on a separate page at the end of the article. Tables should be typed flush with the left-hand margin and have proper labeling of axes, column headings, and other notations; put labels on the graphical element rather than in legends to save the reader the need to cross reference, and don't use acronyms in tables and figures, but spell out the name of each construct. Figures and artwork must be high quality and camera ready, such as clean, black-and-white laser printouts. Each figure should appear on a separate page. Titles should be sentence case.

Mathematical notations

Notations should be clearly explained within the text. Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the right margin. Unusual symbols and Greek letters should be identified. For equations that may be too wide to fit in a single column, indicate appropriate breaks.

Acknowledgments

Acknowledgments of people, grants, funds, etc. should be placed in a separate section on the title page. The names of funding organizations should be written in full.

Declarations.

Please add a declaration that states the authors have no conflict of interest (assuming no conflict of interest) immediately before the References section.

Editorial Procedure

Double-blind peer review

This journal follows a double-blind reviewing procedure. This means that the author will remain anonymous to the reviewers throughout peer review. It is the responsibility of the author to anonymize the manuscript and any associated materials.

- Author names, affiliations and any other potentially identifying information should be removed from the manuscript text and any accompanying files (such as figures of supplementary material);

- A separate Title Page should be submitted, containing title, author names, affiliations, and the contact information of the corresponding author. Any acknowledgements, disclosures, or funding information should also be included on this page;
- Authors should avoid citing their own work in a way that could reveal their identity.

References.

The list of references should only include works that are cited in the text and that have been published or accepted for publication; references should integrate recent work in the area. Personal communications and unpublished works should only be mentioned in the text. Please do not use footnotes or endnotes as a substitute for a reference list.

Cite references in the text by name and year in parentheses. Some examples:

- Negotiation research spans many disciplines (Thompson 1990).
- This result was later contradicted (Becker and Seligman 1996).
- This effect has been widely studied (Abbott 1991; Barakat et al. 1995; Kelso and Smith 1998; Medvec et al. 1993).

Reference list entries should be alphabetized by the last names of the first author of each work. Articles published in JAMS use APA reference formatting. Some examples:

- **Journal articles:**

Bagozzi, R. P. (1995). Reflections on relationship marketing in consumer markets. *Journal of the Academy of Marketing Science*, 23, 272–277.

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16, 74–94.

Varadarajan, R., Yadav, M. S., & Shankar, V. (2008). First-mover advantage in an Internet-enabled market environment: Conceptual framework and propositions. *Journal of the Academy of Marketing Science*, 36, 293–308.

- **Books:**

Aaker, D. A. (1991). *Managing brand equity*. New York: Free Press.

Park, J.-W., & Kim, K.-H. (2001). The role of consumer relationships with a brand in brand extensions: Some exploratory findings. In M. C. Gilly & J. Meyers-Levy (Eds.), *Advances in consumer research* (pp. 179–185). Valdosta, GA: Association for Consumer Research.

- **Online documents:**

UNICEF. (1998). *The state of the world's children*. Retrieved May 15, 2009 from <http://www.unicef.org/sowc98/mainmenu.htm>

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If you encounter any problems during the online submission process, please click “Contact Us” on the Editorial Manager menu bar at <http://jams.edmgr.com> to be directed to our Springer site administrator.

To contact the JAMS Editorial Office for any other types of queries, please contact Laurie Marshall, Managing Editor, at: jams.man.ed@gmail.com

Modules to add in

- [Compliance with Ethical Standards](#)
- [Competing Interests](#)
- [Authorship principles](#)

And contact