Editorial Objectives

The Australasian Marketing Journal is an academic journal written for both scholars and practitioners. The objective of the amj is to publish articles that enrich the practice of marketing while simultaneously contributing to the advancement of the discipline. Therefore, manuscripts accepted for publication must be conceptually and theoretically sound, offer significant research findings and insights, and also suggest meaningful implications and recommendations for practitioners. Given amj’s diverse readership, preference is given to manuscripts that are generalisable across industries, nations and economies. Further, if the manuscript reports the findings of original research, the methodology and findings not only should be scientifically defensible but presented in a manner that readers with limited backgrounds in research methods and statistical analyses are not discouraged from reading the article.

Further explanation of the Editorial objectives is to be found on pages 5-6 of volume 9, Number 1, 2001 and also on the journal web-site (www.marketing.unsw.edu.au/amj)

General Principles

- It is our intention to publish well-written, readable articles with broad appeal and of international relevance.
- Contributors are encouraged to focus on either conceptual or empirical work and to outline practical implications for marketing. Topics should always relate to some aspect of marketing.
  - New and first-time authors are particularly encouraged.
- At amj we are keen to publish more good papers which emanate from the Asia-Pacific region, or focus on the region in a global context.

Editorial Scope

It should be noted that research is not the only basis for an acceptable article. Case analyses, creative concepts and applications, book reviews, commentaries and other thought-provoking manuscripts will be considered. Particularly welcome are future-oriented manuscripts that offer visions of marketing in the twenty-first century and practical road maps for getting there.

The Review Process

Each paper is reviewed by the editor and, if it is judged as potentially suitable for this publication, it is then sent to two or three referees for double-blind peer-review. Based on their recommendations, the editor then decides whether the paper should be accepted as is, revised or rejected.

Copyright

Articles submitted to the journal should be original contributions and should not be under consideration for any other publication at the same time. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers and contributions become the legal copyright of the publisher unless otherwise agreed. This extends to both hardcopy and electronic versions of the amj.

Indexing

amj is indexed by: Public Affairs Information Service; ANBAR and Emerald Review.

Manuscript Requirements

Three copies of the manuscript should be submitted in double or one-and-half line spacing with wide margins and numbered pages. All authors should be listed, with author details printed on a separate sheet. Authors should not be identified anywhere else in the article.

Formatting of Manuscripts

As a guide, articles should be between 3,000 and 6,000 words in length. A title of not more than eight words should be provided. A brief autobiographical note should be supplied including full name, affiliation, e-mail address and full international contact details. Authors must supply an abstract of 100-150 words. Up to six keywords should be included which capture the principal topics covered by the article.

Where there is methodology, it should be clearly described under a separate heading. Headings and sub-headings must be short, clearly defined and numbered. Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.

Figures, charts and diagrams should be kept to a minimum. They must be black and white with minimum shading and
numbered consecutively, using Arabic numbers with a brief
title and labelled axes. In the text, the position of the figure
should be shown by typing on a separate line the words “take
in Figure 2”. Good quality originals must be provided.
Particular attention should be paid to the legibility and clarity
of figures, charts and diagrams.

Tables must be numbered consecutively with roman numerals
and a brief title. In the text, the position of the table should
be shown by typing on a separate line the words “take in Table
4”. Tables should be carefully designed to communicate a
clear and simple message. Numbers should be rounded to two
significant figures.

Photos and illustrations must be supplied as good quality
black and white original half tones with captions. Their
position should be shown in the text by typing on a separate
line the words “take in Plate 2”.

References to other publications must be in the following
style Smith (1992) reported that …” or “This problem has
been studied previously (e.g. Smith et al., 1979)”. The author
should make sure that there is a strict one-to-one
correspondence between the names and years in the text and
those on the list. The list of references should appear at the
end of the main text (after any appendices, but before tables
and legends for figures). It should be double or one-and-half
spaced and listed in alphabetical order by author’s name.

References should appear as follows:

For books: Kotler, P., Ang, S.H., Leong, S.M., Tan, C.T.,
1996. Marketing Management: An Asian Perspective,
Prentice-Hall, Singapore.

For articles in collected volumes: Douglas, S.P., Morrin,
traditions. In: Laurent, G., Lilien, G.L., Pras, B. (Eds.),
Research Traditions in Marketing. Kluwer Academic

Building models for marketing decisions: Improving
empirical procedures. International Journal of Research in
Marketing 17 (2-3), 135-139.

Note that journal titles should not be abbreviated.

Final Submission of the Article

Once accepted for publication, the final version of the
manuscript must be provided, accompanied by a 3.5” disk of
the same version labelled with: disk format; author name(s);
title of article; journal title; file name.

Alternatively, an e-mailed copy is acceptable. Author(s) should
also supply a short biography and 1/4 page executive summary
outlining the implications for practitioners and/or public
policy makers. This should not simply replicate the abstract.
Implications should directly follow from the research and not
be purely speculative.

The manuscript will be considered to be the definitive version
of the article. The author must ensure that it is complete,
gramatically correct and without spelling or typographical
errors, and with a correct record of references.

In preparing the disk or e-mailed copy, please use Microsoft
Word format. Page set-up should be in “A4” standard (not
“Letter”). All tables must be inserted in “true” Microsoft Word
format. No heading styles should be used. Figures provided
electronically must be in tif, gif or pic file extensions. All figures
and graphics must also be supplied as good quality originals.

Each article must be accompanied by a completed and signed
Journal Article Record Form.