

JCR Manuscript Submission Guidelines

EDITORIAL OBJECTIVES

JCR publishes empirical, theoretical, and methodological papers of the highest quality on topics in consumer research. The overriding criterion for publication in JCR is that *the paper should advance understanding of consumer behavior or the conduct of consumer research*. Typically, a paper suitable for JCR should attempt to advance, deepen, or repudiate existing published theory about consumption, and offer empirical support for its claims.

JCR is explicitly an interdisciplinary journal. It encourages a variety of disciplinary perspectives, methods, conceptual approaches, and substantive problem areas. In general, JCR is interested in publishing articles derived from orientations and paradigms as diverse as those of the readership base.¹ In all cases, *rigorous paradigm-appropriate inquiry is imperative*. At the same time, papers should be intelligible to scholars in consumer research generally.

Types of Manuscripts

The following types of manuscripts are appropriate:

- In general, all manuscripts dealing with the acquisition, consumption, and disposition of goods and services construed broadly, as well as the intra-individual, interpersonal, social, and cultural processes and effects related to these activities.
- Empirical studies that report quantitative and/or qualitative theory and evidence illuminating a particular consumer behavior phenomenon or set of phenomena.
- Organizational consumer behavior research in which the unit of analysis is broader than the individual.
- Reassessments of previously reported research findings or insights, with possible refinements.
- Exploratory or descriptive research of unusually high generative potential in that the paper establishes groundwork for further theoretical research, defines the boundaries of the research issue, or raises important questions that can be investigated in future research activities.
- Theoretical, conceptual, or perspective articles of unusual breadth or depth that introduce new concepts, explanations, and viewpoints regarding some important aspect of consumer behavior, including deductive, inductive, analytical, critical essay, and other approaches.
- Review articles of unusual integrative vision offering a unified presentation of previous literature that contributes to the field by identifying significant gaps in knowledge, synthesizing previously disparate findings, integrating research streams from different disciplines, and/or identifying research priorities and future developments.

¹ JCR is governed by an 11-member policy board representing the following organizations: American Anthropological Association, American Association for Public Opinion Research, American Association of Family and Consumer Sciences, American Marketing Association, American Psychological Association (Division 23), American Sociological Association, American Statistical Association, Association for Consumer Research, The Institute for Operations Research and the Management Sciences, International Communication Association, and Society for Personality and Social Psychology (APA Division 8).

- Meta-analyses of prior empirical findings on a particular consumer behavior topic that effectively summarize current evidence on conceptual and substantive issues and identify the most pressing and most novel directions for future research.
- Methodological expositions that offer significant advances in the state of the art of research tools or philosophy of science issues pertaining to consumer research, with specific illustrations and implications for the conduct of consumer research.

Manuscript Length

In general, authors should strive for economy and clarity of presentation when preparing manuscripts for *JCR*. The contribution to knowledge relative to the length of the manuscript is a key criterion in the editorial review process.

Although the prototypical manuscript submitted to *JCR* is in the range of 30 to 40 total double-spaced pages (including references, figures and tables), shorter manuscripts are also welcomed. In some instances, a piece may require a somewhat longer exposition because of the nature of the manuscript's objectives and/or research approach (e.g., development of a new theory, presentation of a series of related experiments, ethnographic research). In such cases, manuscripts ranging from 40 to 60 total pages will be considered. Manuscripts exceeding 60 pages will sometimes be considered for publication. An author wishing to submit a manuscript that exceeds 60 pages should contact the editor at jcr@bus.wisc.edu before submitting the paper for review. Authors of longer manuscripts should be cognizant that acceptance of such papers rests on editorial judgment of their greater relative contribution to knowledge. Manuscripts in excess of 100 pages are regarded as monographs and are not considered for publication in *JCR*.

Policy on Overlapping Publications

Occasionally, an author may wish to submit a manuscript that has been published elsewhere, in whole or in part; the most frequent instance has

been with respect to conference proceedings papers. *JCR* will consider such a manuscript for publication only if it meets all of the following conditions:

- At the time of submission of the manuscript, *JCR* receives written authorization from the holder of the copyright to publish any portion of the material in question.
- The other outlets for the material in question are sufficiently inaccessible to the general *JCR* readership such that *JCR* will perform a real service to its readership by making the material more readily available.
- The form of the potential *JCR* article differs substantially from the other forms in which the material is available in terms of length, positioning, type of analysis (if any), and/or the nature of the discussion. That is, the *JCR* article must offer some "value added" over and above the other presentations.
- The manuscript is submitted on a timely basis (i.e., not long after the appearance of the material elsewhere and preferably prior to actual publication elsewhere).
- The manuscript is accompanied by the other versions of the material available to allow editorial judgment of the three preceding points.
- The manuscript is clearly intended to make an independent contribution to the consumer research literature and in no way can be construed as a mere promotional vehicle.
- The authors submitting the manuscript for review should clearly indicate in the cover letter the relation of the manuscript to any other manuscripts currently under review, in press, or recently published by the authors. A copy of all such related papers should be submitted with the cover letter.

Policy on the Availability of Procedures and Stimuli

Authors of manuscripts that report data-dependent results will make available, on request, exact information regarding their procedures and stimuli (excluding data), during the editorial review process. The same information will also be made available, upon request, for five years after the date of publication for the benefit of researchers interested in replicating or extending these results.

A Note on the Review Process

JCR prides itself on providing high-quality, professional reviews in a timely fashion. All manuscripts are reviewed on a double-blind basis, typically by an associate editor and three independent reviewers selected by the editor. Formal written reviewer comments are provided in support of all editorial decisions. Most decisions are made within 12 weeks of manuscript submission. Authors submitting longer manuscripts should anticipate a somewhat longer turnaround time.

MANUSCRIPT PREPARATION

All manuscripts must be *double-spaced* (including references, quotes, interviews) in 12-point Times New Roman font with pages numbered consecutively in the upper right corner throughout the entire paper (title page is page 1). Allow margins of at least 1 inch on all four sides. Papers should be left justified, and formatted according to the *JCR* Style Sheet. **Manuscripts should be submitted electronically online as Word attachments (see <http://ejcr.org> for further instructions). Send one file that includes all references, tables, figures, and photographs (one file only). Files submitted for review must not exceed 1000 kb in size.** Revisions should include a second file of revision notes. Please check with your university's technical support staff if you have any questions about reducing your file size. Figures and photographs do not need to be in high resolution for reviewing. If we receive a file that does not conform to these specifications, we inform the author and do not begin

the review process until we receive the corrected file(s). Authors should always keep an exact copy.

The detailed *JCR* Style Sheet is available at <http://jcr.wisc.edu/newstylesheet.pdf>.

Manuscripts that have been accepted for publication in *JCR* must be edited in accordance with *JCR* style (this is the author's responsibility).

Supplementary Documentation for Submission

Authors must provide sufficient information in their manuscripts about their research procedures, measures, and descriptive and summary results to enable reviewers to make informed judgments about the quality of the research. Thus (and only if requested) all authors should be prepared to submit an additional Word file containing summary tables (i.e., correlations, analysis of variance summaries, means and standard deviations), scales or measures with reliability and validity assessment information, sample stimuli or instructions to respondents, interviewers, or observers, and/or procedures used to interpret textual data. Supplementary material that repeats verbatim manuscript content should not be sent. The overall purpose of this recommendation is not to make the process more difficult but rather to decrease the number of revisions required as a result of matters that seem unclear.

LAST BUT NOT LEAST

JCR manuscripts are judged not only on the depth and scope of the ideas presented but also on whether they can be read and understood by our readers. Remember that our subscribers have varied backgrounds, so gear your manuscript to an interdisciplinary audience.

For answers to specific questions, please contact the *JCR* editorial office at jcr@bus.wisc.edu.

Journal of Consumer Research
jcr@bus.wisc.edu
<http://www.ejcr.org>