

Journal of **Business-to-Business** **Marketing™**

*... innovations in basic and applied
research for industrial marketing*

EDITOR:

J. David Lichtenthal, MBA, PhD

Professor, Zicklin School of Business

City University of New York

One Bernard Baruch Way—B12-240

New York, NY 10010-5518

Tel: 646-312-3281

Fax: 646-312-3271

E-mail: david_lichtenthal@baruch.cuny.edu

Editorial Web site:

<http://aux.zicklin.baruch.cuny.edu/jbbm>



INSTRUCTIONS FOR AUTHORS

SPECIAL NOTES: All editorial inquiries should be directed to the Editor. **E-mail Submission Only.**

Please visit http://aux.zicklin.baruch.cuny.edu/jbbm/electronicSubmission_procedure.htm for detailed instructions.

Visit <http://www.haworthpress.com/store/product.asp?sku=J033> for more information on this important journal!

[1] **ORIGINAL ARTICLES ONLY.** Submission of a manuscript to this Journal represents a certification on the part of the author(s), that it is an original work, and that neither this manuscript nor a version of it has been published elsewhere nor is it being considered for publication elsewhere.

[2] **COPYRIGHT.** Copyright ownership of your manuscript must be transferred officially to The Haworth Press, Inc. before we can begin the peer-review process. The Editor's letter acknowledging receipt of the manuscript will be accompanied by a form fully explaining this as well. All authors must sign the form and return the original to the Editor as soon as possible. Failure to return the copyright form in a timely fashion will result in a delay in the review process.

You may download the "Manuscript Submission

& Limited Copyright Transfer Form" at

<http://www.HaworthPress.com/pdfs/Jmanuscript.pdf>.

[3] **MANUSCRIPT LENGTH.** Your manuscript may be **25-55 typed pages**, double-spaced using 12 point type (including structured abstract, all visuals, references, and practitioner's summary). Lengthier manuscripts may be considered, but only at the discretion of the Editor.

[4] **MANUSCRIPT STYLE.** References, citations, and general style of manuscripts for this journal should follow the **Chicago style** (as outlined in the latest edition of the *Manual of Style* of the University of Chicago Press). References should be double-spaced and placed in alphabetical order. If an author wishes to submit a manuscript that has been already prepared in another style, he or she may do so. However, if the manuscript is accepted (with or without reviewer's alterations), the author is fully responsible for retyping the manuscript in the correct style as indicated above. Neither the Editor nor the Publisher is responsible for re-preparing manuscript copy to adhere to the Journal's style.

Please note that these instructions for authors do not reflect how manuscripts are ultimately submitted to the Publisher, but rather Editor specifications. The Editor should adhere to the Publisher's guidelines when making final journal issue submissions.

[5] **MANUSCRIPT PREPARATION.**

Margins: leave a one-inch margin on all four sides

Cover page: *Important*—include a cover page, indicating the article title, plus:

- an introductory footnote with authors' academic degrees, professional titles, affiliations, mailing addresses, and any desired acknowledgment of research support or other credit.

Second "title page": include an additional title page, including the title again, plus:

- A structured abstract (180-300 words) set out under 4-6 sub-headings: Purpose; Methodology/Approach; Findings; Research Implications; Practical Implications; and the Originality/Value/Contribution of the paper.
- Below the structured abstract provide 3-8 key words that encapsulate the principal topic(s) of the paper for bibliographic access, indexing, and abstracting purposes

Practitioner's summary:

Provide a summary titled, "*Implications for Business Marketing Practice*" (750-1250 words) outlining the managerial relevance of your research for business marketing practitioners. Place this material at the very end of the manuscript.

Manuscript Submission:

Electronic mail submissions only.

Send as a MS Word attachment to

david_lichtenthal@baruch.cuny.edu. In the

e-mail subject line, the author(s) should indicate that this is a submission for the *Journal of Business-to-Business Marketing* (JBBM). The body of the e-mail should contain your cover letter indicating names and affiliations of all authors and a request to the Editor that the manuscript be sent out for review.

*(Please remember to include the **Manuscript Submission & Limited Copyright Transfer Form** along with your submission.)*

[6] SPELLING, GRAMMAR, AND PUNCTUATION. You are responsible for preparing manuscript copy which is clearly written in acceptable, scholarly English and which contains no errors of spelling, grammar, or punctuation. Neither the Editor nor the Publisher is responsible for correcting errors of spelling, grammar, or punctuation: the manuscript, after acceptance by the Editor, must be immediately made ready by the author(s) as a submission for final publication.

Check your manuscript for the following common errors:

- dangling modifiers
- misplaced modifiers
- unclear antecedents
- incorrect or inconsistent abbreviations

Also, check the accuracy of all arithmetic calculations, statistics, numerical data, text citations, and references.

INCONSISTENCIES MUST BE AVOIDED. Be sure you are consistent in your use of abbreviations, terminology, and in citing references, from one part of your paper to another.

[7] PREPARATION OF TABLES, FIGURES, AND ILLUSTRATIONS. All tables, figures, illustrations, etc. must be "print-ready." Incorporate all these visuals into the manuscript in close proximity to where they will appear if published. In the text, also indicate where these figures, tables, and illustrations are to be placed as well (e.g. "Insert Figure X About Here"). Photographs are considered as part of the manuscript and once these are accepted for publication by the Editor, they remain with the Publisher for use in additional printings.

[8] TYPESETTING. You will not be receiving galley proofs of your article. Editorial revisions, if any, must therefore be made while your article is still in manuscript form under review. The final version of the manuscript will be the version you see published. Typesetter's errors will be corrected by the production staff of The Haworth Press. Authors are expected to submit manuscripts that are free from error.

[9] ELECTRONIC MEDIA. Haworth's in-house typesetting unit is able to utilize your final manuscript material as prepared on most personal computers and word processors. This will minimize typographical errors and decrease overall production timelag. After approval of your manuscript, please submit the final approved version.

NOTE: Authors are advised that no revisions of the manuscript can be made after acceptance by the Editor for publication. The benefits of this procedure are many with speed and accuracy being the most obvious. We look forward to working with you on this, knowing we will be able to serve you more efficiently in the future.

[10] ACKNOWLEDGMENT OF RECEIPT.

E-mail. Submissions will be acknowledged via e-mail within approximately two weeks. *Please allow 10-15 weeks for the review process to be completed. Time frames are longer between semester intercessions.*

[11] REFERENCE LINKING. The Haworth Press, Inc. is participating in reference linking for journal articles. (For more information on reference linking initiatives, please consult the CrossRef Web site at <http://www.crossref.org/>) When citing a journal article include the article's Digital Object Identifier (DOI), when available, in the reference. A DOI is a unique alphanumeric string of characters that a publisher assigns to each article. It uniquely identifies the item and provides a persistent link to its location on the Internet. Any DOI may be turned into a URL by appending <http://dx.doi.org/> to the front of it.

An example of a reference to a journal article which includes a DOI:
Diane Vizine-Goetz, "Classification Schemes for Internet Resources Revisited," *Journal of Internet Cataloging* 5, no. 4 (2002),
doi:10.1300/J141v05n04_02,
http://dx.doi.org/10.1300/J141v05n04_02.

[12] ALTERATIONS REQUIRED BY REFEREES AND REVIEWERS. Many times a paper is accepted by the Editor contingent upon changes that are mandated by anonymous specialist referees and/or members of the editorial board. If the Editor returns your manuscript for revisions, you are responsible for retyping any sections of the manuscript to incorporate these revisions.

[13] REPRINTS. The senior author will receive *two* copies of the journal issue as well as *ten* complimentary reprints of his or her article. The junior author(s) will receive two copies of the journal issue. These are sent several weeks after the journal issue is published and in circulation. An order form for the purchase of additional reprints will also be sent to all authors at this time. (Approximately 8 weeks is necessary for the preparation of reprints.) Please do not query the journal's editor about reprints. All such questions should be sent directly to The Haworth Press, Inc., Production Department, 37 West Broad Street, West Hazleton, PA 18202. To order additional reprints (minimum: 50 copies), please contact The Haworth Document Delivery Service, 10 Alice Street, Binghamton, NY 13904-1580; Tel: 1-800-429-6784 or Fax: 607-722-6362.



10 Alice Street,
Binghamton, NY 13904-1580;
Tel: 1-800-429-6784; Fax: 1-800-895-0582;
Outside US/Canada: Tel: 607-722-5857;
Fax: 607-771-0012