

GUIDELINES FOR CONTRIBUTIONS

The Retail and Marketing Review

The *Retail and Marketing Review* journal (previously known as the "*International Retail and Marketing Review*") serves as an international and interdisciplinary scholarly forum for sharing insightful and original research and promoting debate in the rapidly developing and converging fields of marketing and retailing.

Mission

The aim of the *Retail and Marketing Review* is to serve as a vehicle for the publication and dissemination of research of a high standard in the fields of the economic and management sciences, with specific reference to marketing and retail related subjects.

Nature of contributions

Research contributions should conform to acceptable academic standards with regard to content, methodology and reference technique. Contributions may be on any of the following types of research:

- Empirical studies, using any acceptable research strategies (such as survey, case study, experiment, archival analysis or history)
- Theoretical studies aimed at advancing current theory or adapting theory
- Theoretical studies aimed at reviewing and/or synthesising existing theory.

Note the following:

- Only material that has not been published elsewhere will be considered for publication.
- There is a limit on the number on contributions per author in any one issue of the Review. Each author is allowed one contribution which can be considered for publication.

Guidelines for manuscripts

1. Every proposed article should address at least the following:
 - (i) Introduction
 - (ii) Purpose/objectives of the article
 - (iii) Hypothesis/problem investigated
 - (iv) Research strategy followed (where applicable)
 - (v) Results (where applicable)
 - (vi) Recommendations/conclusion
2. Articles should preferably not exceed 25 A4 pages typed, using the font Arial (12 point) and 1,5 line spacing. Manuscripts submitted for review should be printed on one side of the paper only and be paginated.
3. Tables, illustrations and figures should be placed on separate sheets and not included in the text. The editor reserves the right to refuse publication of any submission for which the artwork is not of an acceptable standard. The approximate position of tables, illustrations and figures should be clearly indicated in the manuscript, for example:

Place Figure 1 approximately here

4. Since the *Retail and Marketing Review* follows a policy of a double blind peer review, the first page of the text proper should carry the title of the article, but not the name(s) of the author(s).
5. A separate page should carry the title of the article, its author(s) and relevant biographical information, including full name, academic title, current position and institution (where appropriate). Postal and e-mail addresses should also be provided.

6. The reference technique should be according to the modified Harvard Method.
7. The article should be preceded by a single paragraph abstract of the article, not exceeding 250 words. The abstract should not form part of the text.

Examples of references in the text

Books: "McDaniel & Gates (2001:21) state that ..."
"It was found that ... (McDaniel & Gates 2001:21)."
"Bickerton, Bickerton & Pardesi (1998: 34) argue that ... " [when first cited]
"Bickerton et al. (1998: 34–35) present a model ..." [thereafter, only for works with three / more authors]

Articles: "Drury (1999: 9, 57) found that ..."

Examples of references in the bibliography

Books: McDaniel, C. & Gates, R. 2001. *Marketing Research Essentials*. Third Edition. Cincinnati, Ohio: South-Western College Publishing.

Articles: Bannister, F., McCabe, P. & Remenyi, D. 2003. 'IS costing: The case for a reference model', *Southern African Business Review*, 7(1): 1-16.

Submission and review process

1. Manuscripts should be submitted by e-mail in MS Word.
2. Manuscripts will be submitted to independent reviewers. A policy of double blind peer review is followed.
3. If approved subject to revision, the manuscript will be returned to the author(s) who will make the necessary alternations/corrections. The final copy of the manuscript will then be returned to the editors. This copy should be submitted by e-mail in MS Word.
4. It is required that all authors have their draft articles reviewed for language proficiency before submitting them to the editors. Sometimes excellent submissions have to be drastically amended or even rejected because of linguistic ineptitude. The editors reserve the right to make minor editorial adjustments without consulting the author. The use of abbreviations should be avoided as far as possible.
5. Please supply a list of as many key words as possible for cataloging purposes.

Submissions and correspondence to

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