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## AUTHOR'S GUIDELINES

**jbm** is always keen to receive original articles of theoretical concepts and empirical research, as well as state-of-the-art surveys in the fields of business-to-business marketing, industrial marketing, industrial market management and business market management.

Submitted manuscripts must meet the following conditions:

- They are substantially new
- They have not been published before – neither in total (e.g. book chapters) nor in parts (e.g. excerpts)
- They have not been accepted previously for publication
- They are not under momentary consideration by any other publisher
- They will not be submitted elsewhere until a decision is made with regard to their publication in **jbm**

The only exceptions for the conditions above are papers in conference proceedings being treated as work-in-progress.

All submitted papers should be written in American English in a Microsoft or compatible format and sent to the Editor-in-Chief at [jbm@wiwiss.fu-berlin.de](mailto:jbm@wiwiss.fu-berlin.de).

As a rule, the maximum length of an article is 25 pages (approximately 7000 words) including references, tables and figures. Reply papers should normally not exceed 1500 words.

### Submission

Manuscripts must be submitted online via **jbm** Editorial Manager on [www.jbm-online.net](http://www.jbm-online.net)

### Style/Format

- Double-spaced throughout
- Times New Roman 12-point font
- Avoid footnotes if possible
- Numbers up to nine should be typed as words, e.g. two as opposed to 2, but 10 not ten

### Title page

- Author(s) name
- Article heading
- Abstract section I (30 words)
- Abstract section II: Key results (30 words)
- Author's line: author name(s), academic title, position and affiliation, contact e-mail address
- On the bottom: proposal for an abbreviated heading on the front cover of the journal as well as for the document header

### Content order for papers

- Title page
- Text
- Technical appendices (if required)
- Acknowledgement
- Footnotes (if required)
- References

### References

- References to the literature are indicated in the text by author's name and year of publication in parentheses, e.g. (Williamson 1996, p. 379)
- The references should be listed in alphabetical order at the end of the text
- Please use APA-style (<http://www.apastyle.org>) for bibliographical details

### Language

- Terms that may contain obloquies of groups of people or may be interpreted as such have to be avoided under all circumstances
- Terms that may appear politically incorrect, offending or discriminating against ethnic, gender or any other groups must not be used by all means
- It is recommended to use plural pronouns where possible or "he/she", "his/her" etc. in order to deal appropriately with gender issues

All submitted papers must comply with **jbm's** guidelines as specified above, only then the manuscripts are allowed to enter the review process.

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### Review Process Criteria

The following criteria are based on a 1–10 scale

- Quality of problem formulation
- Quality of analysis
- Structure of the paper
- Quality of writing
- The paper's contribution to theory and body of knowledge
- The paper's contribution to stimulate future research
- The paper's practical relevance
- Recommend acceptance or rejection of the paper
- Is the paper free of degrading remarks, anecdotes or jokes that may offend certain groups of people