
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.

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

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