

SRI LANKA JOURNAL OF MARKETING (SJM) STYLE GUIDE FOR AUTHORS

Manuscript Submission and Format

Authors should note that proofs are not supplied prior to publication. The manuscript will be considered to be the definitive version of the article. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors. Before submitting, authors should check their submission completeness.

- All files should be submitted as a Word document
- Articles should be a maximum of 9000 words in length including reference notes.
- A title of not more than eight words should be provided.
- Please use Times Roman 12-point type and the 8.5 x 11 page setting.
- The document should be double spaced throughout.
- Place page numbers in the upper-right corner; and leave top and side margins of at least one inch.

Article Title Page

An Article Title Page should be submitted alongside each individual article using the guide line provided. This should include

- Article Title
- Author Details (see below)
- Acknowledgements
- Author Biographies
- Structured Abstract (see below)
- Keywords (see below)
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Author Details.

Details should be supplied on the Article Title Page including:

- Full name of each author
- Affiliation of each author, at time research was completed

- Where more than one author has contributed to the article, details of who should be contacted for correspondence
- E-mail address of the corresponding author
- Brief professional biography of each author.

Abstract.

Your abstract is very important and should be readable , accurate as a reflection of what is in your article, must be self-contained, without abbreviations, footnotes, or incomplete references and it contains a complete description of your research. In approximately 150-250 words, you will need to summarize your findings and what the implications of those findings are. For papers reporting original research, state the primary objective and any hypothesis tested; describe the research design and your reasons for adopting that methodology; state the methods and procedures employed, state the main outcomes and results, and state the conclusions that might be drawn from these data and results, including their implications for further research or application/practice

Keywords.

Please provide up to 10 keywords on the Article Title Page, which encapsulate the principal topics of the paper

Back Pages

Group references, any appendixes, tables, and figures at the end of your manuscript. Continue your page numbering.

Headings and Sections

SJM uses only three levels of headings. Use boldface for all three. Main headings (all capital letters; centered) are first. Second-level headings (title-style letters; flush left) are next. Third-level headings (first letter of first word capitalized; indented; italicized; and run into paragraph) are next. Don't skip steps: no second-level headings before you use a first-level heading, for instance. Use second- and third-level headings in sets of two or more. Examples:

METHODS [1st level]

Data and Sample [2nd level]

Measures [2nd level]

Independent variable. [3rd level]

Dependent variables. [3rd level]

Language

Technical terms.

Help your work to be accessible to *SJM's* wide-ranging readership. Define key technical terms. A technical term is a word or phrase that is not in a general-use dictionary with the meaning you (or even you and other published scholars) ascribe to it. Put quotation marks around the first appearance in your paper of each technical term, or define it.

Abbreviations.

Avoid using abbreviations for the names of concepts. Use ordinary words for variable names—not code names or other abbreviations. Use the same name for a variable throughout your text, tables, figures, and appendixes. Names of organizations and research instruments may be abbreviated, but give the full name the first time you mention one of these. Names of software and some databases may be abbreviated.

Reporting math.

Do not “talk in math” in regular text. Use words. For instance, “We surveyed 100 employees,” *not* “We surveyed $n = 100$ employees.” *Do* use symbols and numbers to report results and give formulas. Italicize letters that are customarily italicized (e.g., p , r , b , F , Z). Put spaces on either side of equals signs, minus signs, etc. *Illustrative results* within text go in parentheses. Introduce them with complete sentences. Example:

One coefficient for the interaction was significant
(model 3: $\beta = 0.06$, $p = .05$; model 5: $\beta = 1.06$).

Present equations either in your running text or displayed. Define each new term in all equations.

Sexist or biased language.

Avoid language that might be interpreted as denigrating. Do not use “he” or “she” exclusively. Using the plural— changing “the manager . . . he” to “managers . . . they”—is one solution; using “he or she” (“him or her”) is another.

Active voice and first person.

Write in the active voice (“They did it”) instead of the passive voice (“It was done”) to make it easy for readers to see who did what. Use the first person (“I” or “we”) to describe what you, or you and your co-authors, did.

Examples:

Passive (less desirable)—Two items were found to lack factor validity by Earley (1989).

Active (more desirable)—Earley (1989) found that two items lacked factor validity.

Third person (less desirable)—The author developed three new items.

First person (more desirable)—I developed three new items.

Anthropomorphism.

Do not describe inanimate entities (models, theories, firms, and so forth) as acting in ways only humans can act.

Appendixes

Present long but essential methodological details, such as the calculation of measures, in an appendix or appendixes. Be concise. Avoid exact reproductions of surveys. Label appendixes “**APPENDIX A,**” “**APPENDIX B,**” and so forth. A substantive title, such as “Items in Scales,” should follow. Label tables within appendixes “**Table A1,**” “**B1,**” and so forth.

Figures

All Figures should be of high quality, legible and numbered consecutively with Arabic numerals. Graphics may be supplied in colour to facilitate their appearance on the online database.

- Figures created in MS Word, MS PowerPoint, MS Excel, Illustrator should be supplied in their native formats. Electronic figures created in other applications should

be copied from the origination software and pasted into a blank MS Word document or saved and imported into an MS Word document or alternatively create a .pdf file from the origination software.

- Figures which cannot be supplied in as the above are acceptable in the standard image formats which are: .pdf, .ai, and .eps. If you are unable to supply graphics in these formats then please ensure they are .tif, .jpeg, or .bmp at a resolution of at least 300dpi and at least 10cm wide.
- To prepare web pages/screenshots simultaneously press the "Alt" and "Print screen" keys on the keyboard, open a blank Microsoft Word document and simultaneously press "Ctrl" and "V" to paste the image. (Capture all the contents/windows on the computer screen to paste into MS Word, by simultaneously pressing "Ctrl" and "Print screen".)
- Photographic images should be submitted electronically and of high quality. They should be saved as .tif or .jpeg files at a resolution of at least 300dpi and at least 10cm wide. Digital camera settings should be set at the highest resolution/quality possible.
- A figure is any type of illustration other than a table (chart, graph, photograph, or drawing).
- Use figures to complement information in text or to simplify text.
- Number figures in the order they are first mentioned in text. Do not write “the figure above” or “the figure below.”
- Figures should be large enough to read easily (between 8 point and 14 point font with sans serif typeface) and convey only essential information. The preferred typeface in figures is 12-pt Courier.
- Ensure that figures are simple, clear and consistent in presentation and vocabulary.
- Ensure data are plotted accurately and the grid scale is proportioned.
- Place labels close to the identified item.
- Axis labels on graphs should be parallel to their axes.
- Captions include the figure title and a brief, but descriptive, explanation of the figure.
- Double-space the caption and place it below the figure.
- The figure legend should be positioned within the borders of the figure.

Tables

Tables should be typed and included in a separate file to the main body of the article. The position of each table should be clearly labelled in the body text of article with corresponding labels being clearly shown in the separate file.

Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.

- Use tables for the purpose of simplifying text. A table with 2 or fewer columns and rows should be presented in text format instead of a table.
- In text, refer to every table. e.g. As shown in Table 2, the OR (see Table 2). Tell the reader what to look for, but only mention the major points of the table.
- Number tables in the order they are first mentioned in text. Do not write “the table above” or “the table below.”
- Be consistent in the formatting and vocabulary of all tables when writing a paper.
- Double-space the entire table.
- Ensure that your table title is brief but explanatory.
- Italicize the table title. Do not italicize the table number.
- Standard abbreviations and symbols, such as % or *no.* may be used in headings without further explanation.
- Ensure each column has a heading
- Capitalize only the first letter of the first word of all headings. If a word is a proper noun, however, be sure to capitalize the first letter anyway.
- Notes are placed below the table.
- If the table is from another source, include a note below the table specifying whether it is from another source or adapted from another source. e.g. “*Note.* From....” OR “*Note.* Adapted from...” OR “*Note.* The data in column 1 are from...”

References

- In preparing the list of references, the names of authors must be placed in alphabetical order, with the surname cited first.
- Ensure that names of all authors cited in the body of the report are included in the list of references at the end of the report.
- When several studies by the same author are listed, arrange them in chronological order.
- When several studies by the same author are published during a single year, identify them by simple letters, e.g., 2010a, 2010b, both in the text and in the list of references.
- The list of references at the end of the report should carry complete references. Do not leave any entry in the list of references with the words "et al".
- It is not necessary to cite the complete reference in the body of the report as this would appear in the list of references at the end.
- References should not be numbered.
- The list of references should be positioned before the appendices.
- The edition number of a textbook is placed immediately after the title of the text.
- Academic work may contain footnotes in the text, but only if they are absolutely necessary.