Asian Journal of Marketing Management

Department of Marketing Management, University of Sri Jayewardenepura

Author Guidelines

Research and Publishing Ethics

AJMM's editorial team works diligently to ensure that the content we publish is ethically sound. To that end, the AJMM team has created the following research and publishing ethics guidelines to assist authors in avoiding the most common publishing ethics issues.

Any author who submits a manuscript to this journal should be original. It further means that it should not have been published in its current or similar form before. However, the presentation of a paper at an academic conference or professional meeting will not disqualify it from consideration, provided that the conference/meeting does not own the copyright of the paper. If any substantial element of paper has been previously published, the author must declare it to the editor of the journal upon submission.

Manuscript requirements

- **Format**

  Article files should be provided in Microsoft Word format. Manuscripts must be double spaced, one-inch margins with "Times New Roman, Font Size 12, black". Page numbers should be centred on the bottom margin.

- **Article length/word count**

  Articles should be between 6000- 10000 words in length. This includes all text, for example, the structured abstract, references, all text in tables, and figures and appendices.

- **Title Page**

  An Article Title Page should be submitted alongside each article using the guideline provided.

  This should include;

  - Article Title**:** A concisely worded title should be provided. The title should be in bold type, upper case, single-spaced, and centred across the top of the first page, in 14-point Times New Roman font.

- Author Details: Full name(s), Affiliation(s), E-mail address(es), Phone number(s). In case of more than one author, the corresponding author should be indicated with an asterisk mark. Please note that the author name(s) must not appear anywhere else in the manuscript except on the title page and the reference list (if cited).
- Acknowledgements: If authors wish to acknowledge financial support or any other assistance received, a note can be added.
- Author Biographies

- **Abstract**

The second page should begin with the title of the paper followed by a structured abstract of not more than 250 words and 3-5 keywords.

following the format outlined below.

These four sub-headings and their accompanying explanations must be included:

- Purpose
- Design/methodology/approach
- Findings
- Originality
- Implications

- **Headings**

Headings must be concise, with a clear indication of the required hierarchy. AJMM allows authors to use three levels of headings. Use boldface for all three.

- First-level headings should be centred, in 12-point Times New Roman font; all letters be in Sentence Case.

- Second-level headings should be flushed left in bold, 11-point Times New Roman font; the first letter of main words should be in Sentence Case.

- Third-level headings are paragraph headings, which should be indented and in italicized 11-point Times New Roman font; the first letter of the heading should be in Sentence Case.

- **Text**

All body paragraphs should be 10-point Time New Roman font; that should be fully justified. Wherever possible, authors should arrange the manuscripts in well-defined sections as appropriate for their work, such as introduction/background of the study, review of past studies/literature, context and methods of the study (when applicable), results and interpretations, and discussion and conclusion.

- **Tables**

Tables should have appropriate and concise headings and be numbered sequentially in Roman numerals (e.g., I, II, etc.). Headings should be placed above the table. Tables should be clearly labelled in the main body of the article. Any tables not based on the authors' original data should have source notes with corresponding references appearing in the reference list.

- **Figures and illustrations**

All figures should be numbered consecutively with Roman numerals (Figure I, Figure II, etc.) with corresponding references in the main text. Figures should also have appropriate and concise headings and be placed below the figures. Any figures not based on the authors' original data should have source notes with corresponding references appearing in the reference list.

- **References**

All references in the manuscript must be formatted using American Psychological Association (APA) style guide (Edition 6). The reference list should be presented at the end of the manuscript and the entries should be double spaced.

Examples:

Journal Article

Lachner, A., Backfisch, I., Hoogerheide, V., van Gog, T., & Renkl, A. (2020). Timing matters! Explaining between study phases enhances students' learning. Journal of Educational Psychology, 112(4), 841–853. https://doi.org/10.1037/edu0000396

Authored Book

Kaufman, K. A., Glass, C. R., & Pineau, T. R. (2018). Mindful sport performance enhancement: Mental training for athletes and coaches. American Psychological Association. https://doi.org/10.1037/0000048-000

Report by a Group Author

World Health Organization. (2014). Comprehensive implementation plan on maternal, infant, and young child nutrition. https://apps.who.int/iris/bitstream/handle/10665/113048/WHO_NMH_NHD_14.1_eng.pdf?ua=1

Report by Individual Authors

Winthrop, R., Ziegler, L., Handa, R., & Fakoya, F. (2019). How playful learning can help leapfrog progress in education. Center for Universal Education at Brookings. https://www.brookings.edu/wp-content/ uploads/2019/04/how_playful_learning_can_help_leapfrog_progress_in_education.pdf

Webpage

Chandler, N. (2020, April 9). What's the difference between Sasquatch and Bigfoot? howstuffworks. https://science.howstuffworks.com/science-vs-myth/strange-creatures/sasquatch-bigfoot-difference. htm

▪ Appendices

Appendices should be included after the list of references. They must be numbered sequentially in Roman numerals (e.g. Appendix I, Appendix II, etc.). All appendices should be referred to in the main text at appropriate points.