

Instructions to Authors

Marketing is a national scientific journal which is published quarterly. It addresses to broad public groups, both academics and professionals. Texts published in magazine cover up the whole range of topics relevant for marketing practice and theory.

Papers submitted for publication should contribute to spreading of marketing ideas and better understanding of marketing theory and practice. The journal encourages the submission of works that deal with international marketing experiences. Reviews that provide relevant discussions of the application of some theoretical marketing concepts in practice of Serbian companies are also welcome. Original works, review papers and monographic studies will be highly appreciated. All submitted papers will undergo a blind refereeing process and they need to obtain two positive reviews in order to be published. The reviewing procedure requires that the original texts should not be signed by the author. Instead, a separate cover page should be provided, containing only the article's title, author's name and affiliation and his e-mail address. The second page should contain the title, a short abstract summarising the major points and conclusions of the paper, a list of keywords (up to five) and two-digit code of classification, in accordance with the [Journal of Economic Literature](#).

Submitted papers need to conform technical instructions listed in the following paragraphs:

- Authors should send 3 copies of their manuscripts, either in Serbian or in English, and CD with electronic version of their paper – text should be saved in MS Word, while all pictures should be saved in the CD as separate documents in WMF, TIFF, PCX, JPG or GIF format, resolution 300 dpi
- The articles should not be less than 30,000 characters including spaces (about 10 pages). Papers should be submitted in A4 page format, all margins 1 inch (2.54 cm), single line spacing. Papers should be written in short and precise sentences, with clearly marked tables and summaries, prepared as a single document (consisting of text, footnotes, references, charts and tables), saved in either MS Word (doc) or in Rich Text Format (rtf) format. Tables, figures and other illustrations should be clearly labeled at the top with a legend at the bottom.
- The cover page should contain following elements, centar alignment (all margins are equal): title of the paper, author's name and surname (without personal title), name and address of affiliation and abstract of the paper.
- Tables and illustrations need to be numbered (1,2,3...), single line spacing and included in the text as they are intended to appear in the final version. Page margins should remain blank. All tables and illustrations should be presented clearly.
- The main title must be concise and precise, while whole paper should include several subtitles, depending on the length and the profile of the submitted paper and the subject problem. Titles structure: center, bold; all subtitles should be formatted in standard way, with left alignment.
- All texts need to have short abstract at the beginning of the text, in which the essence and the orientation of the text is explained. Papers could be published in Serbian or in English, while abstracts in both languages are compulsory. Abstract should not exceed 500 words.

- Footnotes and other notes should be presented at the end of the paper, before references. It is recommendable to keep their number as low as possible and to include them in the text. References should be organized in alphabetical order, according to authors' surnames. Direct citation must be quoted in quoted marks. In the paper, references should have the following form (Maričić B., 2008, str.11), and on the end of the paper, in the List of references, as follows:

Books:

Maričić, B. (2008), *Consumer Behavior*, 8th edition, CID Ekonomskog fakulteta, Belgrade, p. 111

Articles in Journals:

Bayton, J. (1958), „Motivation, Cognition, Learning – Basic Factors in Consumer Behavior“, *Journal of Marketing*, Vol. 22, No. 3, p. 282-289

Articles in Conference Proceedings:

Dianoux, C., Linhart, Z. and Kettnerova, J. (2007), Impact of Nudity in Advertisements: Comparison of the First Results from Spain, France and the Czech Republic. *Proceedings of the 15th Annual Conference on Marketing and Business Strategies for Central and Eastern Europe*, (ed. Reiner Sringer and Petr Chadraba) Vienna, Austria, p. 41-49.

Internet sources:

Oliveira, A., *The Motivation Process*, www.sam.sdu.dk/~amo/ppt/capit4.pdf, accessed: 4 November 2009.

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