

GUIDE FOR AUTHORS

Updated February 2016

The Spanish Journal of Marketing-ESIC (SJME) is a double-blind peer reviewed journal with an international vocation and welcomes manuscripts of authors all over the world.

SJME is especially interested on submissions that include unique and novel contributions on the frontier of knowledge, focused on emerging areas relevant to academic research in marketing or even opening new research niches. SJME also welcomes a wide array of original contributions (quantitative or qualitative empirical analysis, critical literature reviews, meta-analysis, theoretical papers, agenda for future research, etc.), as well as research that cross the frontiers between marketing and other related areas. New methodologies and techniques are particularly appreciated. Submitted manuscripts can be focused on Spanish, Latin-American, and other relevant markets.

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The Spanish Journal of Marketing-ESIC, formerly named Revista Española de Investigación de Marketing ESIC, has been published periodically since 1996 with the support of AEMARK (Spanish Association of Academic and Professional Marketing) and ESIC Business & Marketing School. The journal is published by Elsevier since 2014 and it is published fully in English since 2016.

GUIDE FOR AUTHORS

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