

Editorial policy

The purpose of IJSM is to bring together academics and practitioners in one forum with the intent of furthering the knowledge and understanding of sports marketing and sponsorship. We interpret marketing and sponsorship broadly to include issues involving individual, team, event or organisation marketing and sponsorship; event management; advertising; and, broadcasting. To this end, we encourage submissions from academics and practitioners relating to these topics from a wide variety of perspectives.

All articles should be written, primarily, to inform those practitioners involved in the sports marketing and sponsorship industry. Articles that detail the results of original work are accorded high priority, but we also invite reports on new or revised business techniques, perspectives from practitioners and politicians on contemporary issues, and the results of surveys. Book reviews will also be welcomed.

IJSM will not accept submissions under review with other publications. If the manuscript is published or copyrighted elsewhere, specific permission must be obtained from the Editor prior to submission. All submissions will be peer reviewed, usually by three reviewers. Authors will normally receive a decision regarding publication within six to 12 weeks, at which point further instructions will be given regarding the process. Manuscripts cannot be returned.

Format & Style

All submissions should be written for an intelligent, informed audience primarily made up of senior managers. Research articles should be well grounded conceptually and theoretically, and be methodologically sound. Qualitative and quantitative pieces of research are equally appropriate. Jargon should be reduced to an absolute minimum with technical language and acronyms clearly defined.

It is preferred that authors submit their manuscript together with a covering letter to

the Editor by e-mail to the address below. If this is not possible, one copy of the manuscript should be sent by regular mail along with a copy on computer disc. The author(s) name(s) and affiliation should only appear on the cover page of one copy; the remaining three should be "blind". Manuscripts in the Research & Reviews section should normally total between 4,000 and 8,000 words. Each article submitted for consideration should include an Executive Summary of not more than 500 words. The Executive Summary should give a flavour of the article, including the rationale for the study, methods used, key findings and conclusions. Articles submitted for publication in Interviews & Perspectives should usually be between 1,000 and 5,000 words. These should take the form of an interview normally previously agreed with the Editor, or an individual's perspective on a contemporary issue. Book Reviews should normally be less than 1,500 words. Please contact the Editor before submitting longer pieces for any section.

Endnotes should be used only sparingly; footnotes not at all. Tables, charts, diagrams and figures should be placed on separate pages at the end of the manuscript. Referencing style should conform to the American Psychological Association, 4th edition, handbook. The accuracy of any citations is the responsibility of the author(s). For more specific style questions, please consult a recent edition of IJSM.

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