



Editorial policy

The *Journal* welcomes the submission of academic and practitioner research papers, articles, case studies, interviews and book reviews. Submissions should aim to educate and inform and should ideally focus on a specific area that is pertinent to the subject matter of the *Journal*, as detailed below. In all instances, the editorial team seeks to publish submissions that clearly add value to theory and/or practice in sports marketing and sponsorship.

Aims and scope

The mission of the *Journal* is to bring together academics and practitioners in one forum, with the intent of furthering knowledge and understanding of sports marketing and sponsorship. The *Journal* interprets sports marketing and sponsorship broadly, to include:

- fans and customers
- individual performers and endorsers
- teams and clubs
- leagues and competitions
- events and stadia
- sponsors and properties
- retailers and merchandisers
- suppliers and intermediaries
- broadcasters and the media
- governing bodies and representative associations
- places, spaces and cities
- economic and social development initiatives
- magazines, newspapers and websites
- betting and gambling services
- sportswear manufacturers
- gaming and collecting.

We encourage submissions from a wide variety of perspectives, including marketing, all areas of management, economics, politics, history, sociology, psychology, cultural studies and anthropology.

All articles should be written primarily to inform academics and practitioners directly or indirectly involved in the sports marketing and/or sponsorship

industries. Articles that detail results of original work are accorded high priority. The *Journal* also invites reports on new or revised business techniques, perspectives on contemporary issues and results of surveys.

Case studies and reviews of books and/or reports are welcomed. For these, we request that copies of the book/report be sent to the Editor *and* to the Publisher.

Research articles should be well grounded conceptually and theoretically, and methodologically sound. Qualitative and quantitative pieces of research are equally appropriate.

The Editor is willing to discuss and advise on proposed projects. This is no guarantee of publication.

Submissions are double-blind peer reviewed according to the following general criteria:

- clarity and content of the abstract
- problem or issue definition and justification
- relevance and rigour of literature review
- credibility, appropriateness and relevance of research methodology and in the reporting of results
- quality and relevance of conclusions and recommendations
- value added by the submission to academic and practitioner understanding of sports marketing.

Format and style

Research articles should normally be no less than 4,000 and no more than 8,000 words.

Case studies of no less than 2,500 and no more than 5,000 words should be objective rather than promotional and should follow the following format: *Background / Objectives / Implementation / Results / Conclusion*. Interviews are welcomed, but should be discussed with the Editor. Book reviews should normally be less than 1,500 words.

Each article submitted for consideration should include an executive summary of up to 500 words, which gives a flavour of the article and includes the rationale for the study, methods used, key findings, conclusions and value added. A shorter abstract, of no more than 100 words, must also be included.



Footnotes and endnotes may be used but only where appropriate and as sparingly as possible.

Tables, charts, diagrams and figures should be in black and white and placed on separate pages at the end of the manuscript. Where data or image files have been imported into Word for tables, diagrams etc, please supply the original files. Authors must indicate in the main body of the text approximately where each table, chart, diagram or figure should appear.

Jargon should be kept to a minimum, with technical language and acronyms always clearly defined.

The accuracy of references is the responsibility of the author(s). Authors should refer to the *Journal* for style or use the Harvard system of referencing.

Submissions protocol

Submissions should be sent as Word documents by email directly to the Editor. If this is not possible, three copies of the manuscript should be sent by regular mail with a copy on CD (preferably) or computer disc.

Authors should submit their manuscripts with a covering letter. Receipt of submissions is no guarantee of publication. Submission of a paper to the *Journal* implies agreement of the author(s) that copyright rests with International Marketing Reports Ltd if and when a paper is published. The copyright covers exclusive rights to reproduce and distribute the paper.

The *Journal* will not accept submissions under review with other publications. If the manuscript is previously published or copyrighted elsewhere, specific permission must be obtained from the Publisher before submission and the Editor of the *Journal* must be informed.

All research papers submitted will be double-blind peer reviewed. Authors will normally receive an assessment from the reviewers within six to 12 weeks.

The Publisher reserves the right to sub edit submissions for accuracy and consistency of style.

Submissions format

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|---------------|--|
| Page 1 | <ul style="list-style-type: none">● Title of the submission● Author(s) name(s), affiliation, postal address, email, telephone and fax● Up to six keywords● Specify: academic/practitioner paper● Biography of author(s) (50 words) |
| Page 2 | <ul style="list-style-type: none">● Title of the submission● Executive summary (500 words)● Abstract (100 words)● Author details MUST NOT appear |
| Page 3 | <ul style="list-style-type: none">● Title of submission; begin main text. |

For more specific style questions, please consult either a recent edition of the *Journal* or the Editor.

Based upon reviewer comments, the Editor will make one of four decisions:

- that the submission should be accepted for publication without amendments
- that the submission should be accepted for publication subject to minor amendments
- that the submission should be returned to the author(s) with recommendations for major changes before publication is considered again
- that the submission should be rejected.

Submissions accepted for publication will normally be scheduled to appear within 12 months of the author receiving written confirmation of acceptance from the Editor. Rejected manuscripts will not be returned.

Professor Michel Desbordes, Editor

International Journal of Sports
Marketing & Sponsorship
ISC School of Management, Paris, France
& University Paris Sud 11, France
Tel: +33 (0)1 69 15 61 57
Fax: +33 (0)1 69 15 62 37
Email: mdesbordes@iscparis.com