



Editorial policy

Aims and scope

The main mission of IJSM&S is to bring together academics and practitioners in one forum, to further 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. We encourage submissions from academics and practitioners relating to these topics from a wide variety of perspectives, including management, strategy, politics, history, cultural studies, sociology, psychology and economics.

All articles should be written primarily to inform senior practitioners and academics involved in the sports marketing and sponsorship industry. Articles that detail the results of original work are accorded high priority; we also invite reports on new or revised business techniques, perspectives on contemporary issues, and the results of surveys. Case studies and reviews of books and/or reports are welcomed, and for these submissions we request that a copy of the book/report be sent to the editor and the publisher.

Research articles should be well grounded conceptually and theoretically and methodologically sound. Qualitative and quantitative research is appropriate.

Format and style

The author(s) name(s) and affiliation should appear on the cover page. Manuscripts should be 4,000-8,000 words. Case studies (2,500-5,000 words) should be objective rather than promotional and adhere to the format: background / objectives / implementation / results / conclusion. Each article submitted should include an executive summary (approx. 500 words) giving a flavour of the article, rationale for the study, methods used, key findings and conclusions, and an abstract (70 words). Interviews are welcomed, but should be discussed with the editor. Book reviews are

normally less than 1,500 words. Endnotes should be used sparingly; footnotes not at all. Tables, charts, diagrams and figures should be in black and white, on separate pages at the end of the manuscript. Jargon should be kept to a minimum, with technical language and acronyms defined. The accuracy of any citations is the responsibility of the author(s). For specific style questions, please consult a recent edition of IJSM&S.

Submissions protocol

Submissions should be sent via e-mail. If this is not possible, a copy of the manuscript and an electronic copy on disc should be sent by regular mail, with a covering letter. Receipt of submissions is no guarantee of publication. Submission of a paper to the publication implies agreement of the author(s) that copyright rests with International Marketing Reports Limited if and when a paper is published. The copyright covers exclusive rights to reproduce and distribute the paper.

IJSM&S will not accept submissions under review with other publications. If the manuscript is previously published or copyrighted elsewhere, permission must be obtained from the publisher before submission to IJSM&S and the editor of IJSM&S must be informed.

Research papers submitted will be peer reviewed. Authors will normally receive a decision regarding publication in six to 12 weeks. Rejected manuscripts will not be returned.

Information appearing in the Journal is the sole responsibility of the contributor. Accordingly, the publisher, the editorial board, commissioning editors, reviewers and other agents acting on behalf of the publisher accept no responsibility or liability whatsoever from the consequences of any inaccurate or misleading data, opinions or statements.

Please address submissions and queries to the editor: Dr David Shani, Director Global MBA
College of Business and Public Administration, Kean University, 1000 Morris Av, Union, NJ 07083, US.
e-mail: dshani@kean.edu fax: +1 (908) 737 4165