



Review Process

JAMT is a double-blind, peer-reviewed journal that publishes one volume with up to two issues per year. If you have concerns about the terms of submission or review, please contact the [Editors in Chief](#).

- All submissions must be previously unpublished manuscripts, must be the original work of the author(s), and must currently be submitted only to the *Journal of Applied Marketing Theory*. By submitting a paper for consideration, the author(s) affirm(s) that the manuscript will not be submitted to another venue while under review with the *Journal of Applied Marketing Theory*.
- In a separate Word file, a cover letter should contain the title, the authors' names and affiliations, contact-author information (i.e., phone, email), up to eight keywords for your article, and manuscript type (practitioner research, academic empirical, or empirical, conceptual research, case study).
- Manuscripts should be formatted by the author(s) according to the Format & Style Guidelines for Submission below.
- With your anonymous manuscript file, you need to provide a manuscript title, an abstract of 150-200 words, and up to eight keywords for your article.
- All author identification information must be removed before submission.
- Upon submission, the Editor(s) in Chief reviews all manuscripts for appropriateness. If the submission is appropriate, the Editor(s) in Chief will assign two reviewers to the paper.
- Each reviewer may include specific and narrative comments for the author(s) of the submission about its content, argumentation, research methodologies, conclusions, etc., as appropriate to the manuscript type. These comments will be provided to the author(s) without identifying the reviewers.
- When all reviews have been received by the Editor(s) in Chief, a decision will be made regarding publication or further revision, and the lead author will be contacted. If the reviews are very different, the Editor(s) in Chief may ask one or two additional reviewers to read and evaluate the submission. Then, upon receipt of the additional reviews, a final publication decision will be made.
- Author(s) whose manuscripts are provisionally accepted will have the option and opportunity to make suggested edits and resubmit the manuscript.
- Once accepted for publication, manuscripts should be re-formatted by the author(s) according to the Format & Style Guidelines for Publication (the link is to be updated) below, then resubmitted for publication. Due dates for final versions vary with each issue.
- The response time for manuscripts is typically 6 – 8 weeks from submission.