I. Double-blind review process: evaluation criteria

The aim of the Marketing Review St.Gallen is to ensure that every article published meets academic standards and is of high practical relevance.

- The Marketing Review St.Gallen is looking for independent contributions that make profound and challenging topics accessible to a large audience. The review process focuses primarily on the following criteria: *practical relevance, scientific relevance, conciseness of argumentation, methodological quality, degree of novelty/originality and readability*.
- The Marketing Review St.Gallen is looking for independent contributions that make profound and challenging topics accessible to a large audience. The review process focuses primarily on the following criteria: practical relevance, scientific relevance, conciseness of argumentation, methodological quality, degree of novelty/originality and readability.
- Based on the reviewers' feedback, the editors decide upon the publication of an article. In addition, the editors will consider the mix of contributions for special issues.
- All authors receive the editor's decision and the relevant reviews within two months after submission of the full paper. Upon acceptance of an article, authors have about 14 days to optimize it on the basis of the reviews.
- Before submitting an article, please consider the following general and formal instructions. At this point, we would like to highlight that we reserve the right to reject papers in advance in cases where the instructions are not followed or if they do not fit the overall orientation of the journal.

II. General Guidelines

- We recommend that authors initially submit a short *abstract* (1/2 to 1 page). The editors can provide feedback on whether an article conforms to MRSG's overall orientation and whether it is suitable for a particular issue. Please note that this feedback does not guarantee the final acceptance of the completed manuscript. Final acceptance is based on the double-blind reviews.
- Please check the *Call for Papers* for particular issues and respective deadlines. Papers submitted and accepted for particular issues have a specified and fixed date of publication. Please note that the publication of articles on general principles of marketing for the section Marketing Management will depend on available space and therefore requires greater time flexibility.
- Contributions can be submitted either in *German* or *English*.
- MRSG is generally open to different *types of contributions*. Reviewers are asked to take the specific type into account when evaluating a paper.
- Please avoid any impression of self-promotion (e.g. for your company, yourself or your institution) in your paper. As reviewers and readers are quite critical of such manuscripts, the likelihood of rejection is very high.
- **Hint:** It can be useful to send an additional data output file (especially in the case of quantitative research) in order to facilitate the review process because it helps to better understand the respective approach and argumentation.
- MRSG only publishes original contributions and first translations.
- The *submission deadline is binding*. Please send your abstract and your full paper to: marketingreview@unisg.ch.

III. Formal Guidelines on designing the manuscript

Overview (as a separate document along with the manuscript)	Please submit a **separate document** with the following information: • Title of the paper • Author information (for each author): name, job position, organisation, e-mail address • Type of contribution (e.g. case study, empirical research, conceptual article, provocative note, practical report) • Three to five keywords
Manuscript	To make the blind reviewing possible, authors must **avoid revealing their identities** in the body or reference section of the paper.
Length	Your manuscript should have approximately **18,500 characters**, including blank spaces, title and abstract.
Title	Please formulate a short and concise title. Subtitles are optional and should explain the main title in more detail. Titles should not exceed **50 characters**, including the subtitle and blank spaces.
Lead text/Abstract	The abstract explains the main idea of the contribution in brief and should encompass approximately **300 to 350 characters**, including blank spaces.
Headlines	The continuous text starts without a headline after the abstract. Please structure your text subsequently so it contains a maximum of **two headline levels**.
Style of writing	The contribution should be written in the **3rd person**. We attach great importance to making sure that all articles are understandable and that specific terms are explained.
Tables/Figures	Please submit a **maximum of four illustrations**. Each table or figure must be provided with a title and a source and, if necessary, a corresponding legend.
Appendix *(optional)*	The manuscript should present the main findings in a clear and understandable way. Results should be included in the text. Selected analyses that could be critical for the evaluators to assess the contribution's quality may be included in the appendix (max 1 page) if necessary. The appendix will not be published!

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Please cite in the text and format the bibliography **exclusively in the following style**.

General	Literature sources with **three or more authors** are abbreviated with **"et al."** after the first author when they are mentioned for the first time. (Müller et al., 2020) All authors are listed in the References.
Citation method	APA For more information go to: https://apastyle.apa.org/learn/quick-guide-on-references
Bibliography	A detailed, alphabetically arranged bibliography can be found at the end of the text, which is to be titled "Bibliography". The presentation of the sources is listed below as examples.
Textbooks	Hippner, H. & Wilde, K. D. (2006). *Grundlagen des CRM. Konzepte und Gestaltung*, (2. Aufl.). Springer Gabler.
Articles in collective works	Reinmuth, M. (2009). Vertrauen und Wirtschaftssprache. Glaubwürdigkeit als Schlüssel für erfolgreiche Unternehmenskommunikation. In C. Moss (Hrsg.), *Die Sprache der Wirtschaft*, (S. 127–145). Springer VS.
Articles in journals	Cooper, M. C., Lambert, D. M. & Pagh, J. D. (1997). Supply chain management. More than a new name for logistics. *The International Journal of Logistics Management*, 8(1), 1–14.
Internet sources	Bundesärztekammer (2009, 24. September). *Zum Umgang mit individuellen Gesundheitsleistungen, Beschluss des 109. Ärztetages*. Bundesärztekammer. www.bundesaerztekammer.de/page.asp?his=0.2.20.1157.3920.3977.3980.398
DOI	DOIs are formatted the same as URLs. https://doi.org/ 10.1080/02626667.2018.1560449