

### Submission Guidelines

The journal Marketing Review St. Gallen (MRSG) aims to bridge the gap between theory and practice. Our guiding principle is to provide a sound and practical perspective on marketing management: only through the synthesis of theory and practice, academics and managers are able to capture the complex reality of marketing and jointly advance this discipline.

#### MRSG in a nutshell:

- MRSG publishes six issues per year, each focusing on a special topic. The latest Call for Papers can be found on our website ([www.marketingreview.ch](http://www.marketingreview.ch)) and may also be requested from the editorial management at any time.
- Marketing topics are discussed from different perspectives by scientists and managers. Marketing managers share their knowledge and experience gained in corporate life. Scientists publish their latest research findings and implications for practice.
- Furthermore, articles on general principles of marketing may be submitted for the section "Marketing Management" at any time. A basic requirement for such a paper is that the topic must be of widespread interest and be dealt with in a self-contained manner.
- Quality, relevance and feasibility stand in the foreground. Since 2006, we employ a double-blind review process. Each paper will be anonymously reviewed by a member of both the scientific and the management community. The reviewers' feedback leads to a selection process among the submitted papers and their improvement.

For a better understanding of our review process, we have enclosed the main criteria used by the reviewers to evaluate submitted articles (I). Please also read carefully the general and formal guidelines on the following pages (II and III). Authors whose manuscripts do not comply with these guidelines will be asked to revise their articles before they may proceed to the double-blind review process.

We highly appreciate your interest in contributing to Marketing Review St. Gallen. Please do not hesitate to contact us if you have any further questions.

#### Editorial Board:

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### I. Double-blind review process: evaluation criteria

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

- MRSG 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.*
- In addition, reviewers are asked to identify major strengths and weaknesses of each article and to propose specific areas for improvement. The evaluation of course takes into account the particular type of contribution (e.g. practical contribution, conceptual study).
- 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 case 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 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: [susannaelisa.renner@unisg.ch](mailto:susannaelisa.renner@unisg.ch) & [marketingreview@unisg.ch](mailto:marketingreview@unisg.ch).

### III. Formal Guidelines on designing the manuscript

Please comply with the following formal guidelines to allow for a fast review process.

<b>General Format</b>	Font: Times New Roman, font size: 12, line distance: 1.5 Headers, footers or footnotes should not be used.
<b>Overview</b> (as a separate document along with the manuscript)	Please submit a <b>separate document</b> with the following information: <ul style="list-style-type: none"><li>• Title of the paper</li><li>• Author information (for each author): name, job position, organisation, e-mail address</li><li>• Type of contribution (e.g. case study, empirical research, conceptual article, provocative note, practical report)</li><li>• Three to five keywords</li></ul>
<b>Manuscript</b>	To make the blind reviewing possible, authors must <b>avoid revealing their identities</b> in the body or reference section of the paper.
<b>Length</b>	Your manuscript should have approximately <b>18,500 characters</b> , including blank spaces, title and abstract.
<b>Title</b>	Please formulate a short and concise title. Subtitles are optional and should explain the main title in more detail. Titles should not exceed <b>50 characters</b> , including the subtitle and blank spaces.
<b>Lead text/Abstract</b>	The abstract explains the main idea of the contribution in brief and should encompass approximately <b>300 to 350 characters</b> , including blank spaces.
<b>Headlines</b>	The continuous text starts without a headline after the abstract. Please structure your text subsequently so it contains a maximum of <b>two headline levels</b> .
<b>Style of writing</b>	The contribution should be written in the <b>3rd person</b> . We attach great importance to making sure that all articles are understandable and that specific terms are explained.
<b>Tables/Figures</b>	Please submit a <b>maximum of four illustrations</b> . Each table or figure must be provided with a title and a source and, if necessary, a corresponding legend.
<b>Appendix</b> ( <i>optional</i> )	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!

Please cite in the body and format the references **in the following style only**.

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<b>General</b>	Literature sources with <b>three or more authors</b> are abbreviated with " <b>et al.</b> " after the first author when they are mentioned for the first time. (Müller et al., 2020) All authors are listed in the References.
<b>Citation method</b>	APA 7 <sup>th</sup> edition For more information go to: <a href="https://apastyle.apa.org/learn/quick-guide-on-references">https://apastyle.apa.org/learn/quick-guide-on-references</a>
<b>Verbatim quotes</b>	Please mark verbatim quotes with quotation marks.
<b>References</b>	Detailed, alphabetically arranged references have to be attached at the end of the text, under the headline " <b>References</b> ".

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