

Publication Ethics and Malpractice Statement

Journal of Marketing Vistas

Institute of Public Enterprise, Hyderabad publishes seven half-yearly journals in various functional areas of management sciences. Journal of Marketing Vistas ISSN 2249-9067, is one among them. Journal of Marketing Vistas provides a platform to marketing professionals from academia and corporate to exchange information on emerging marketing practices and theories across industries around the globe. Articles in the Journal cover diverse areas like Strategic Marketing, Promotion Management, New Product Management, Pricing Decisions, Product-Line Management, Competitive Strategy, Buyer Behavior, Marketing Research, Market Information System, International Marketing, Services Marketing, Segmentation Targeting and Positioning, Sales Force Management, Retail Management, Customer Relationships Management, and E- Marketing.

The abstracts of the past issues are available on IPE website (see the link below). However, from 2017 onwards complete Journal Issues in PDF are uploaded on Journal's webpage of IPE website as part of open access system for the benefit of the authors, researchers and general public. **([hyperlink](#))**

<https://www.ipeindia.org/journal-of-marketing-vistas-archives/>

Editorial Board

The Editorial Board of the journal comprises of eminent experts and practitioners from across the globe who have contributed immensely to the body of knowledge in Marketing Management area. The details of Editorial Board members along with their names, affiliations have been provided in the website.**([hyperlink](#))**

<https://www.ipeindia.org/wp-content/uploads/2020/04/Editorial-Board-JoMV-Vol-9-No-2-Jul-Dec-19.pdf>

Institute of Public Enterprise takes the responsibility to ensure that ethical code is practiced while considering the articles for publication in the journal.

Guidelines for the Authors

- The Author (s) shall follow the guidelines issued by the publisher for preparing the manuscripts
- The Author (s) is / are responsible to maintain the originality of his/her work submitted for publication

- Authorship of the research work shall be restricted to those people who have contributed considerably in various stages of research work i.e., concept, design, execution and interpretation. It is the responsibility of the main author to ensure that all the people who have contributed significantly in the compilation of the research work be included as co-authors. At the same time the responsibility lies with the main author to ensure that no uninvolved person is included as the co-author.
- The Author (s) shall send their manuscripts written in English language British style with a suggested length of the manuscript in the range of 3000 to 5000 words with an abstract of about 200 words and a few keywords (5-6).
- The author must acknowledge and cite content reproduced from other sources and obtain necessary permissions wherever required.
- The Author(s) shall send their academic and professional affiliations and contact details along with the manuscript for initiating the process. The detailed guidelines for the authors in the preparation of the manuscripts are annexed herewith
- The authors shall disclose any financial or other substantive conflicts of interest and should acknowledge all sources of financial support received and used in the compilation of the research work through a statement and appropriate acknowledgement made within the research work.
- If the author finds any major correction or inadequacy related to the piece of research work that had been submitted to the journal, it is the responsibility of the author to swiftly notify the editor or publisher of the journal and extend all the necessary cooperation so that the piece of the research work may be corrected or retracted subsequently
- The authors shall make necessary modifications as suggested by the experts which are identified during the review process and submit the revised manuscripts within the scheduled timelines.
- The author(s) shall neither send their paper simultaneously to different Journals seeking publication nor publish the same paper in any other journal after it has been accepted for publication in Journal of Marketing Vistas
- As a matter of policy and practice, this Journal does not charge any fee towards processing and publishing the articles
- The Journal Publisher, Institute of Public Enterprise allows self-archiving of pre-print version and accepted manuscript version to host on author's own website or their employer's website but with a

proper acknowledgement and by providing a definitive link to the published version hosted on the Journal website of Institute of Public Enterprise

Editors' Responsibilities

- The editor(s) shall follow a fair procedure while carrying out the review process and shall not discriminate on grounds of affiliations, gender, religion, ethnicity or geographical origin of the authors
- The editors(s) shall ensure that the articles are considered and accepted solely on the basis of academic and research based merit
- In case any complaints are received by the editors, a due process shall be followed to redress the complaints
- In case any author/s is found to have used fraudulent means, manuscripts from such author/s shall not be considered for publication in the future in Journal of Marketing Vistast. The editors shall not be held responsible for any malpractices resorted to by the authors.
- All the authors who have sent their papers for the publication in the Journal shall be communicated the Acceptance/Rejection status of their paper within stipulated time periods
- Due care shall be taken by the editor (s) to ensure that the journal is devoid of any printing errors.
- The editorial team reviews the composition of the Editorial Advisory Board from time to time and takes necessary steps to strengthen it.
- The editor (s) take the responsibility to send the published journal copies (including soft copies) to all the editorial advisory board members.
- The editor (s) ensure that the soft copies of the journal are disbursed to the registered electronic databases.
- The editor (s) shall also ensure the dispatch of the published journal hard copies regularly to the subscribers.

Peer Review Process

- The Publisher and the Editor (s) take the responsibility to ensure that the papers selected for the specific issue of the journal are based on authentic research conducted by the author.
- The manuscripts shall go through a peer review process which is a pre-requisite for deciding whether the manuscript shall be accepted or rejected to be printed in the journal.
- Panel of experts have been identified and selected for the review of the manuscripts received for publication in the Journal.

- As and when the manuscripts are received, the internal editorial team goes through the manuscripts. The manuscripts are subjected to a plagiarism check through specialized software before they are sent to the external review.
- In cases where the Editor (s) feel that the manuscript contains plagiarized material and the research work is not authentic the Editor/s have the liberty to reject the papers.
- The manuscripts go through a stringent external experts review process. Suggestions and comments received from the reviewers will be sent to the authors of the manuscripts for necessary modifications.

Reviewers' Responsibilities

- The reviewer shall be briefed about the journal and also be circulated the guidelines for publication
- The reviewer shall first assess whether the manuscript really fits into the aims and scope of the journal
- The reviewer shall assess the quality of the paper based on the academic and empirical merit and also on the overall presentation ability
- The reviewer shall also ensure that the content of the manuscript is in sync with the topic chosen for the study
- The reviewer shall be responsible to maintain the confidentiality of any information supplied by the editor or author
- The reviewer shall inform the Editor (s) with regard to any issue with the submitted manuscript
- The reviewer shall provide a detailed feedback to the editorial team regarding the suitability of the paper for the journal
- The reviewer shall give specific suggestions and comments to the authors for improving the quality of the manuscript
- The reviewer shall point out to the authors to cite the relevant published work which is not yet cited

Copyright Declaration Form

The author, once his/her article completes the review process and if it has been accepted for publication in the Journal, shall submit the Journal copyright declaration form (Annexed) duly filled-in and signed by himself/herself. By doing so, the author transfers the exclusive copyrights to the publisher i.e., the Institute of Public Enterprise.

**Journal of Marketing Vistas
Bi-Annual Journal
of
Institute of Public Enterprise**

**Author(s) Declaration Form
(Authorization on Organization's Letterhead)**

To be filled by authors:

Title of Paper: _____

Focus Area / Theme for the paper: _____

First Author

Name _____

Designation _____

Organization _____

Address _____

Phone No _____

Mobile No _____

Fax: _____

E-mail _____

Second Author

Name _____

Designation _____

Organization _____

Address _____

Phone No _____

Mobile No _____

Fax: _____

E-mail _____

Third Author

Name _____

Designation _____

Organization _____

Address _____

Phone No _____

Mobile No _____

Fax: _____

E-mail _____

Fourth Author

Name _____

Designation _____

Organization _____

Address _____

Phone No _____

Mobile No _____

Fax: _____

E-mail _____

Declarations:

The Paper submitted has been developed by me/us, is original, unpublished and I/we alone are responsible for the correctness of events, information and data cited. We agree to transfer the copyrights to Institute of Public Enterprise in case of its acceptance.

(First author)

(Second author)

(Third author)

(Fourth Author)

Please send filled-up form to:

Dr. Meher Karuna
Institute of Public Enterprise,
Hyderabad
E-mail: jmt@ipeindia.org

Journal of Marketing Vistas

Guidelines for Authors

The following guidelines are to be adhered to while submitting the manuscript

- IPE invites original contribution in the form of 'State of the Art' conceptual/ empirical paper and case studies on the application of marketing across industry globally.
- A paper should contain 3000 to 5000 words. The desired order of content is
 - a) Title (1st Page)
 - b) Author(s)/ Affiliation(s) (1st Page)
 - c) Abstract (200 words) (2nd page)
 - d) Main Text
 - e) Appendices
 - f) Acknowledgement
 - g) Reference, and
- Tables and illustrations should be with titles, labels and art-work should be placed in the text at the appropriate locations. Tables/ Figures should be numbered 1, 2, 3 etc. and should be referred to in the text.
- The manuscript should be typed on one side of good quality white bond paper in one and half spacing, 12 font size, justified and Times New Roman. Mathematical terms, symbols and other features that cannot be typed should be inserted neatly into the text by hand in black ink.

Headings (three levels only)

- Major headings are flush left, capitalized, and in bold type; Text follows from next line.
- Subheadings are in title case & bold, flush left. Text follows from next line.
- Tertiary headings are in title case, and italicized, Text follows on same line.
- Do not number the headings

Numbers

- Numbers under ten are spelled out (nine-point scale, five to 10 hours, but 5%).
- Numbers followed by % are always numerals (5%, 20%)
- Spell out numbers that begin sentences (Twenty students attended the program...).

Referencing pattern

As per guidelines of Journal of Consumer Research.

- All manuscript should have been proof- read before submission.
- Acronyms should be spelt out in the first occurrence.
- Use British spellings.
- The author should also send an 'electronic version' of the paper on CD/ e- mail using standard software (preferably MS-Word).
- The equations should be numbered sequentially in parentheses by the right margin. The theorems, propositions, corollaries, etc., should be numbered in one sequence as, for example, (1) Proposition, (2) Corollary, (3) Theorem, etc.
- Authors should send a declaration stating that the paper has neither been published nor under consideration for publication elsewhere.
- Correspondence and proof for correction will be sent to the first name author, unless otherwise indicated. The authors will receive page proof for checking, but it is hoped to correct only typesetting errors. Proof should be returned within a week.
- All manuscripts have to be sent to the Editor, Journal of Marketing Vistas, Institute of Public Enterprise, Osmania University Campus, Hyderabad – 500 007. The article can be submitted through e-mail: jmt@ipeindia.org, meherkaruna@ipeindia.org