

# Instructions for Authors

Web: [www.commreview.hr](http://www.commreview.hr) Email: [cmr@algebra.hr](mailto:cmr@algebra.hr)

Communication Management Review is an open access international academic journal which is published by the Algebra Bernays University. Notable foreign and Croatian academics with a focus on communication management participate in the activities of this journal, which is issued twice annually and publishes peer reviewed academic and professional papers in the field of public relations, marketing, political science, communication science, management and related disciplines. The interdisciplinary character of the journal enables a holistic approach to communication management, which is, due to dynamic occurrences and processes, directly and indirectly linked to other disciplines and their research topics. An added value of the journal is its endeavour to connect science and practice, whose approaches are different, but whose cooperation is essential in order to understand the new trends and dynamic processes of the contemporary world. Our aim is to become an academic platform for innovative, attractive and inspiring studies and academic research. Authors are invited to submit their articles through the open journal system available here. CMR will consider all submissions that cover the areas covered by the journal, and which are prepared according to the submission guidelines and adhere to the journal's code of ethics (e.g. not considering multiple submissions, redundant publications).

## Editorial Board

The journal's editorial board consists of recognized and esteemed Croatian, regional and international professionals from the areas covered by the journal.

## Manuscripts

Communication Management Review welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence. It considers all manuscripts on the strict condition that the manuscript is your own original work, and does not duplicate any other previously published work; the manuscript has been submitted only to Communication Management Review; it is not under consideration or peer review or accepted for publication or in press or published elsewhere. The manuscript must not contain any libellous or unlawful statements or in any way infringe the rights of others. All manuscripts shall undergo a double blind reviewing policy. Both the reviewer and the author are anonymous.

## Ethical Guidelines

All authors must declare that they have read and agreed to the content of the submitted manuscript. Authors must declare all potential competing interests involving people or organisations that might reasonably be perceived as relevant. Plagiarism in any form constitutes a serious violation of the most basic principles of scholarship and cannot be tolerated. To avoid a plagiarism, all submitted papers will undergo for check using a plagiarism tool Turnitin.

## Review Policy

All manuscripts shall undergo a double blind reviewing policy, where both the referee and author remain anonymous throughout the process.

## Language

Manuscripts should be written in Croatian or in English. Both American and British English are accepted, but not the mixture of these.

## Article Structure

Manuscripts should be between 4000 and 6000 words in length (including references, tables and figures). Manuscripts should be written in Times New Roman font; size 12; 1.5 line spacing; all pages should be numbered appropriately. The text of the article should include the following: title page, abstract, keywords, main text; acknowledgements, references, appendices, tables with captions; figure captions (as a list). Divide your article into clearly defined and numbered sections. Subsections should be numbered 1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. Any subsection may be given a brief heading. Each heading should appear on its own separate line.

## Title

The title phrase should be brief.

List authors' full names, affiliations of authors (position, department, name of institution, full postal address), e-mails and phone numbers of all authors. One author should be identified as the corresponding author.

## Abstract

The abstract should be less than 150 words. It should have approximately six key words.

## Tables and figures

Tables should have a short descriptive title above the table.  
Figures / graphs should have a short descriptive title above the figures / graphs.  
The unit of measurement used in a table should be stated.  
Tables, figures / graphs should be numbered consecutively.  
Figures/graphs should be prepared in GIF, TIFF or JPEG.  
Tables and figures /graphs should be appropriately cited in the manuscript.

## Reference Style

Manuscripts should be prepared according to the style of the American Psychological Association (APA), 7th edition. References must be incorporated into the text (not in end note format).

## Quoting

**Direct quotation:** if you are directly quoting or borrowing from another work, you should include the page number at the end of the parenthetical citation. Use the abbreviation "p." (for one page) or "pp." (for multiple pages) before listing the page number(s). Use an en dash for page ranges. For example, you might write (Jones, 1998, p. 199) or (Jones, 1998, pp. 199–201).

*Example:*

Michelson and Stacks (2007) contended "it has long been held by public relations practitioners that public relations media placements have a relative value advantage over advertising when the message is employed by both or similar" (p.3.) in a multiplier effect.

**Indirect quotation/paraphrasing:** If you are referring to an idea from another work but NOT directly quoting the material, or making reference to an entire book, article or other work, you only have to make reference to the author and year of publication and not the page number in your in-text reference.

*Example:*

Wright and Hinson (2009) categorize social media tools to include the following: blogs, forums or message boards, micro-blogging sites, photo sharing sites, podcasts, RSS (really simple syndication), search engine marketing/results, social bookmarking, social networking sites, video sharing sites, and Wikis.

**Citations from a secondary source:** If you use a source that was cited in another source, name the original source in your signal phrase. List the secondary source in your reference list and include the secondary source in the parentheses. If you know the year of the original source, include it in the citation.

*Examples:*

Johnson argued that... (as cited in Smith, 2003, p. 102).  
or  
(Johnson, 1985, as cited in Smith, 2003, p. 102).

Please ensure that every reference cited in the text is also present in the reference list (and vice versa).

## Reference list

References should be listed in alphabetical order at the end of the paper.

### Forms & Examples:

- **Book:** Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Publisher Name. DOI (if available)  
Stoneman, R. (2008). *Alexander the Great: A life in legend*. Yale University Press.
- **Edited book with an author or authors:** Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle* (E. Editor, Ed.). Publisher. DOI (if available)  
Malory, T. (2017). *Le morte darthur* (P. J. C. Field, Ed.). D. S. Brewer. (Original work published 1469-70)
- **Edited book, no author:** Editor, E. E. (Ed.). (Year of publication). *Title of work: Capital letter also for subtitle*. Publisher. DOI (if available)  
Leitch, M. G., & Rushton, C. J. (Eds.). (2019). *A new companion to Malory*. D. S. Brewer.
- **Book chapter in edited book:** Author, A. A., & Author, B. B. (Year of publication). Title of chapter. In E. E. Editor & F. F. Editor (Eds.), *Title of work: Capital letter also for subtitle* (pp. pages of chapter). Publisher. DOI (if available)  
Armstrong, D. (2019). Malory and character. In M. G. Leitch & C. J. Rushton (Eds.), *A new companion to Malory* (pp. 144-163). D. S. Brewer.
- **Journal article - academic/scholarly:** Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical*, volume number (issue number), pages. <https://doi.org/xx.xxx/yyyy>  
Scruton, R. (1996). The eclipse of listening. *The New Criterion*, 15(3), 5-13.
- **Webpage or online content:** Author, F. M. (Year, Month Date). *Title of page*. Site name. URL  
Price, D. (2018, March 23). *Laziness does not exist*. Medium. <https://humanparts.medium.com/laziness-does-not-exist-3af27e312d01>
- **Article in magazine:** Author, A. A. (Year, Month Date). Title of article. *Title of magazine*, volume number (issue number), pages.  
Peterzell, J. (1990, April). Better late than never. *Time*, 135(17), 20-21.

- **Article in newspaper:** Author, A. A. (Year, Month Date). Title of article. *Title of newspaper*.

Schultz, S. (2005, December 28). Calls made to strengthen state energy policies. *The Country Today*.

- **Dissertation/thesis from a Database:** Author, F. M. (Year). *Title of dissertation or thesis* (Publication No.) [Doctoral dissertation or master's thesis, Name of Institution Awarding Degree]. Database Name.

Duis, J. M. (2008). *Acid/base chemistry and related organic chemistry conceptions of undergraduate organic chemistry students* (Publication No. 3348786) [Doctoral dissertation, University of Northern Colorado]. ProQuest Dissertations and Theses Global.