

SOUTH EASTERN EUROPEAN JOURNAL OF COMMUNICATION

Journal in the field of public relations, integrated

communications and media

Ethical guidelines for journal publishing

South Eastern European Journal of Communication (SEEJC), a journal of public relations, integrated communications, and media (hereinafter: the Journal), is published by the University of Mostar – Faculty of Humanities and Social Sciences. Aiming to improve the overall quality of the Journal, the following ethical guidelines proposed by the [Committee on Publication Ethics](#) have been established.

1. EDITOR-IN-CHIEF AND JOURNAL EDITORIAL

1.1. Responsibilities and publication decision-making

- The Editor-in-Chief makes the final decision on accepting or not accepting a paper for publication.
- The Editor-in-Chief should be guided by the opinion of the members of the Editorial Board and reviewers when making the final decision on publishing paper.
- The Editor-in-Chief may reject the paper without review if considers that the topic does not correspond to the journal or the paper is of poor quality.
- The Editor-in-Chief must ensure an objective double review of all papers published in the Journal.
- The Editorial Board strives to provide as many international reviews as possible in order to avoid conflicts of interest.
- Members of the Editorial Board are obliged to actively participate in the development of the Journal, which includes the selection of reviewers, the search for recognised authors to publish papers in the Journal and active participation in the meetings of the Editorial Board.

1.2. Impartiality

- Contributions are evaluated according to their intellectual content, without discrimination based on race, gender, sexual orientation, religious beliefs, ethnic origin, citizenship or political affiliation of the author.
- Evaluation of articles in which the Editor, an employee of the publisher, a member of the Editorial board, Editorial, or the Scientific Council appears in the role of the author should be done in a way that ensures impartial review.

1.3. Data confidentiality and conflict of interest

- The Editor and members of the Editorial Board may to disclose information

about the received manuscript to anyone other than the author, reviewers, potential reviewers, assistant editors and, if necessary, to the publisher.

- The Editor may not use unpublished materials presented in the received manuscripts for his/her own research and scientific work without the explicit written consent of the author.
- The Editor and members of the Editorial Board are obliged to ensure the confidentiality of information or ideas obtained through reviews and to prevent their misuse.

2. AUTHOR'S RESPONSIBILITIES

2.1. Design standards

- Authors are obliged to design the paper in accordance with the instructions for the authors.
- Authors of scientific papers must present the results and scientific contribution accurately and objectively and substantiate it with appropriate literature.

2.2. Authenticity and plagiarism

- The paper submitted by the authors must be an original manuscript.
- The paper must comply with the rules of scientific methodology. If papers, works and words of other authors are used, they must be cited, i.e. stated in an appropriate way.

2.3. References

- Authors should cite sources that have significantly influenced the content of the research and manuscripts.
- It is always necessary to cite sources in an appropriate way and cite the authors to whom they refer.

More detailed guidelines on citing papers can be found in the *Instruction to Authors* or at <https://apastyle.apa.org/>.

2.4. Multiple publication of the same material

- The author is allowed to publish manuscripts in which he or she is engaged in mostly equal research in only one journal or primary publication. Submitting the same manuscript to multiple journals simultaneously represents unethical behaviour in publishing and is unacceptable.

2.5. Disclosure of information and conflict of interest

- Authors should be careful that there are no potential conflicts of interest in their paper that could affect the results or interpretation of the research, for example, if there is a competing interest that could affect the author at any stage during the publishing process.

2.6. Errors in published papers

- If the author discovers a major error or inaccuracy in his own published work, his obligation is to immediately notify the editor of the Journal or publisher and cooperate with the editor to publish *erratum* – supplement or correction, or to withdraw the work from publication in cases where necessary.

3. REVIEWERS' RESPONSIBILITIES

3.1. Confidentiality

- Reviewers are obliged to pay attention to the confidentiality of the review process, including all information provided by the author or authors.
- Any manuscript received is considered a strictly confidential document and cannot be shown or discussed with others except with the editor's approval.

3.2. Objectivity standards

- Reviews must be done objectively.
- Reviews must be clearly and precisely argued.

3.3. References

- **Reviewers should identify and alert the editor to any relevant published or submitted content that is substantially similar to or overlaps with the content of the peer-reviewed manuscript, not cited by the authors. An appropriate source must be cited for each stated statement, observation, or argument.**

3.4. Publication and conflict of interest

- The information or ideas obtained through the review are confidential and may not be used for personal purposes. Reviewers are not allowed to consider manuscripts if there is a potential conflict of interest.

4. OTHER PROVISIONS

4.1. Intellectual property

- The Journal will follow plagiarism detection procedures.
- The Journal will support authors whose copyrights have been violated.
- The Journal retains ownership of all manuscripts.

