

# INSTRUCTIONS FOR AUTHORS

## UPUTE ZA AUTORE

MARKET-TRŽIŠTE, a scientific journal for marketing theory and practice, is the official journal of University of Zagreb, Faculty of Economics & Business, Marketing Department and Croatian Marketing Association (CROMAR).

The journal publishes different kinds of scientific papers: literature reviews, conceptual and empirical papers, as well as methodology development oriented papers. Book reviews and essays will also be considered for publishing.

Only the papers that have not been published or submitted for review anywhere else will be considered for publishing in MARKET-TRŽIŠTE. If the main text of the paper has appeared in some other publication, the author(s) shall state and explain the reasons for publishing in MARKET-TRŽIŠTE, while also requesting a reprint license from the respective publisher(s). In addition, the author(s) will be held responsible for any breach of copyright. All submitted research papers and articles will be checked for originality using a solution from our partner Turnitin.

### General guidelines

Any paper needs to be written in Standard English, with abstracts and keywords (maximum 6 keywords) to be presented in English and Croatian. The Editorial Board will provide translation of the abstract and keywords to the authors whose mother tongue is not Croatian.

All the papers will undergo a peer review by at least two reviewers. On the basis of reviews, the Editor in Chief may accept the paper, request that minor or major revisions and amendments be made or reject the paper. Should major revisions and amendments be requested, the paper will be subjected to second round review. MARKET-TRŽIŠTE, as the official journal of the University of Zagreb, Faculty of Economics & Business, Marketing Department and CROMAR, owns all the copyright on the papers that have been presented. By submitting the papers, the authors automatically waive copyright in favor of MARKET-TRŽIŠTE.

Any paper (including abstracts, tables, graphics and references) should consist of no fewer than 5 000 and no more than 7 500 words. The paper should be written in third person singular (body text as well as abstracts in English and Croatian).

The paper should be formatted for print on 210 x 297 mm sheets (A4 format). The fonts that may be used are Arial or Calibri, size 12 (except where the Guidelines state differently – for example, when stating the source of graphics etc.). Line spacing should be 1.5. Margins (left, right, top and bottom) should be 25mm wide. The text needs to be justified to the margins both left and right. Pages numbers are to appear on the right at the bottom of each page (footer), beginning with page number 1.

## Abstract

Abstract should contain no more than 250 words. Write concisely and clearly. It should be structured as follows:

**Purpose** – what are the reason(s) for writing the paper and/or the aims of the research.

**Design/Methodology/Approach** – what method(s) / approach(es) have been used for the research.

**Findings and implications** – what are the paper's most important findings / what objective(s) have been achieved and what are the main theoretical / managerial implications.

**Limitations** – identify limitations in the research process.

**Originality** – what is new in the paper / value of the research.

## Text of the paper

Text sections should be ordered as follows:

### First page (in English)

- ✓ Title of the paper
- ✓ Name of author(s) and title, company, present position, address, phone/mobile number, e-mail address (font 10, single line spacing)
- ✓ Abstract (max. 250 words)
- ✓ Keywords (max. 6 keywords)

### Followed by (in Croatian)

- ✓ Title of the paper
- ✓ Name of author(s) and title, company, present position, address, phone/mobile number, e-mail address (font 10, single line spacing)
- ✓ Abstract (max. 250 words)
- ✓ Keywords (max. 6 keywords)

## Then

- ✓ Body text of the paper (beginning with the title of the first chapter, e.g. 1. INTRODUCTION)

## And finally

- ✓ References in the alphabetical order

The body text of the paper should be divided into chapters. The abstract should define briefly the topic of the paper, and present the main results of any research and conclusions of the paper concisely and clearly. The abstract should include no general statements.

Italic and bold options are not recommended, unless specified in the guidelines or when the author(s) want(s) to emphasize certain parts of the text.

If abbreviations are used, it is always necessary to specify full name in the first mention. For example, European Union (EU), Country of Origin (COO), etc.

## Graphics

Each table, graph, picture, box and other types of graphics should have a heading. It should contain a designation of the type and the ordinal number of the respective type of graphics (Table 5, Picture 3, Graph 1, etc.). Each is to be numbered separately, starting with 1 (Table 1, Picture 1, Graph 1, etc.). Headings are to be written above the graphics in *Italic*, single line spacing (*Table 5: Title*). Apart from the heading, each table, graph, picture and other graphics should also have a source stated in font size 10, single line spacing in the caption below (Source: Abcdefgh).

The author(s) shall refer to all the graphics or point the reader to them in the main body text of the paper.

When referring or pointing to graphics in the text, it is advised to refer to the numbers denoting the respective graphics (e.g. in Table 8, Picture 3, etc.) instead of using formulations such as “in the following table”, “the picture above”, “in the graph below” or similar.

In the electronic version of the document tables, graphs, pictures and other graphics need to be placed at the end of the document, after references. Exact places where individual graphics need to be inserted are to be indicated in the text by a designation and the title (for example, Table 1: *Heading – Insert here*; Graph 7: *Heading – Insert here*; etc.).

## Reference citations in text

For reference citation in text you should follow citation style of American Psychological Association (APA style).

Works by a single author:

- a) The last name of the author and the year of publication are inserted in the text in parentheses at the appropriate point, e.g. “...competitive strategy (Porter, 1980).”
- b) If the name of the author appears as part of the narrative, cite only missing information (year and/or page number) in parentheses, e.g. “Kotler (2004, p. 12) suggest...”

When a work has two authors, always cite both names every time the reference occurs in the text:

- a) In parenthetical material join the names with an ampersand “&” and year of publication, e.g. “... it is confirmed (Herz & Diamantopoulos, 2013)...”
- b) When authors names are part of narrative text, join the names with the word “and”, e.g. “Cavusgil and Zou (2002) found...”

When a work has three or more authors:

- a) Cite all authors the first time the reference occurs and year of publication, e.g. “... brand architecture (Douglas, Craig & Nijssen, 2001).” Or if author’s names are part of narrative text “Douglas, Craig and Nijssen (2001) found...”
- b) In all subsequent citations, include only the surname of the first author followed by “et al.” (Latin for “and others”) and the year of publication, e.g. “... brand architecture (Douglas et al., 2001).” Or if author’s names are part of narrative text “Douglas et al. (2001) found...”

Work which “author” is company/organization, company name (and year of publication) is usually written each time it appears in a text reference, e.g. (United Nations [UN], 2012). Next time when

appears in text citation, if company name has acronym, use only acronym and year of publication, e.g. (UN, 2012).

To cite a specific page of a work, you can use following two ways:

- a) (Douglas, Craig & Nijssen, 2001, p. 98)
- b) Kotler (2004, p. 254) suggests...

## References

Only the authors and works or websites that the author(s) refer to in the text and sources of the graphics, are to be cited in the References. The names of the authors need to be numbered and listed in the alphabetical order, beginning with ordinal number one, as follows:

### Articles in journals

- a) One author  
Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Consumer-Based Brand Equity. *Journal of Marketing*, 57(1), 1-22.
- b) Two authors  
Herz, M. F., & Diamantopoulos, A. (2013). Country-Specific Associations Made by Consumers: A Dual-Coding Theory Perspective. *Journal of International Marketing*, 21(3), 95-121.
- c) Three and more authors  
Carlopio, J., Harvey, M., & Kiessling, T. (2012). A Key Prosperity in Hypercompetitive Markets: Organizational "Hyperflexibility". *Market-Tržište*, 24(2), 187-200.
- d) Article from an Internet-only journal  
Lynch, T., & Szorenyi, Z. (2005). Dilemmas surrounding information technology education in developing countries. *The Electronic Journal of Information System in Developing Countries*, 21(4), 1-16. <http://www.ejisd.org>

### Books

- a) One author  
Keller, K. L. (2003). *Strategic brand management: Building, measuring, and managing brand equity*. New Jersey, NJ: Pearson Prentice Hall.
- b) Two, three or more authors  
Gillespie, K., Jeannet, J. P., & Hennessey, H. D. (2004). *Global marketing – An interactive approach* (2<sup>nd</sup> ed.). Boston, MA: Houghton Mifflin Company.
- c) Edited book  
Previsic, J., & Ozretic-Dosen, D. (Eds.). (2004). *Marketing* (2<sup>nd</sup> ed.). Zagreb: Adverta.
- d) Chapter in edited book  
Pavicic, J. (2004). Marketing of non-profit organizations. In: J. Previsic & D. Ozretic-Dosen (Eds.), *Marketing* (pp. 467-485). Zagreb: Adverta.

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Please, do not forget to write full and correct addresses of the author(s). Also, indicate the corresponding author.

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Any papers that do not comply with the above guidelines will not be reviewed for publishing in MARKET-TRŽIŠTE journal.

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