

## GENERAL INFORMATION FOR REVIEWERS

The editorial board of Market-Tržište is interested in publishing a wide range of papers from the field of marketing including literature reviews, research papers, conceptual papers, general reviews, case studies, viewpoints. All the papers should be concisely written and clearly structured.

Before filling in the Paper Review Form, please take into account the checklist below. The following checklist is offered for guidance only in the preparation of your comments.

Market-Tržište editorial board thanks you in advance for your time and effort in reviewing the paper.

### Checklist (for guidance only)

In reviewing, kindly pay attention to the following elements:

1. It is important to consider and conclude if the reviewed paper makes a valuable contribution to the existing knowledge and literature in terms of: theory development, new data, new methodology development, etc.
2. Is the paper written and presented up to publishable standards of journal Market-Tržište in terms of: whether any concepts have been defined adequately, whether the paper is well structured with coherent argumentation and well integrated; clarity of any statistical data, tables and diagrams; whether the title reflects the contents of the paper accurately, if any part of the paper should be cut out, restructured or developed further, etc.
3. Appropriateness of referencing in terms of: giving adequate credit to other contributors in the field, major omissions and whether the references are complete and written correctly.
4. Your proposal for the course of action may be to: accept the paper as presented, repeat the review process after minor or significant changes (according to your recommendation and guidelines) or reject the paper.

### Information for the potential reviewers

If you are interested in reviewing papers for Market-Tržište, please contact us by e-mail: [market@efzg.hr](mailto:market@efzg.hr).