



Submission Guidelines

Manuscripts that do not conform to the submission guidelines will not be distributed for review. Authors must email submissions to MMJ@mmaglobal.org. Submissions consist of two files:

1. A file containing the manuscript title, each author's name, institution affiliation, and email address. If there are multiple authors, the editor considers the author originating the submission to be the contact author unless otherwise noted.
2. A file containing the manuscript title, an abstract of no more than 150 words, keywords, and manuscript. Author identification or affiliation must not appear anywhere in this file.

Manuscripts must be submitted using 12-point Times New Roman font and should not exceed 7,500 words inclusive of body, tables and figures, and references. Preparation of the manuscript **MUST** follow the style and reference guidelines of the *Publication Manual of the American Psychological Association* (7th edition).

Manuscripts should include the following sections: Introduction, Literature Review, Hypotheses (or propositions if theoretically based), Methods, Results, Discussion, Conclusions, Practical Implications, Limitations and Future Research, and References. Tables and figures used in the manuscript should be included on a separate page and placed at the end of the manuscript. Authors should insert a location note within the body of the manuscript to identify appropriate placement. Tables and figures must be constructed in table mode of Microsoft Word.

The MMJ editorial board interprets the submission of a manuscript as a commitment to publish in MMJ. Editorial policy prohibits publication of a manuscript that has already been published in whole or in substantial part by another journal.

Review Process

MMJ is an international, peer-reviewed journal that publishes quality, original research contributions to scientific knowledge that advance practice. All manuscript submissions are subject to initial appraisal by the Editor and, if determined to be suitable for further consideration, to peer review by independent, anonymous expert referees.

Each manuscript is reviewed by at least two independent reviewers who are subject-matter experts based on their expertise and publication history. The review process typically takes 4-6 weeks from initial submission to the first decision. The journal maintains a tracking system to monitor review timelines and ensure transparency.

Appeal process: If a paper is rejected, the author(s) has the right to appeal. In such an appeal, the editor will send the paper along with the reviewer's comments and the decision to a member of the Senior Advisory Board. Once the senior advisory board member reaches their decision, it will be final.

The editorial board reserves the right to stylistic editing of manuscripts accepted for publication in MMJ. Where major stylistic editing becomes necessary, a copy of the accepted manuscript will be provided to the author(s) for final review before publication.

For an accepted paper to be published in MMJ, authors must authorize copyright protection for MMJ prior to publication. Accepted and published manuscripts become the copyright of MMJ.

Criteria for Acceptance

Relevance and Scope: Submissions must align with the journal's aim and scope and address significant marketing issues, theories, or practices.

Originality: Manuscripts should present novel insights, theories, or empirical findings that contribute to the advancement of marketing knowledge.

Methodological Rigor: Research must demonstrate robust and appropriate methodologies with precise data analysis and interpretation.

Clarity and Structure: Submissions should be well-organized, clearly written, and adhere to the journal's formatting guidelines.

Ethical Standards: Authors must ensure ethical research practices, including transparency, proper citations, and adherence to publication ethics.

Practical and Theoretical Contribution: Manuscripts should offer valuable implications for marketing theory and practice.

Peer Review Readiness: Submissions must be complete and ready for a double-anonymized peer review process.