

***International Journal of Consumer Studies***  
**- How to Publish YOUR Article**

The Editor and Editorial board are keen to encourage submission of papers to the International Journal of Consumer Studies (IJCS). They are aware that some of the authors they would like to attract may be unsure of how to best present a paper for the Journal. This paper aims to explain how to prepare a manuscript for the Journal to ensure the best chance of acceptance and outlines the policy and procedures of the journal.

**Journal scope:** The International Journal of Consumer Studies provides an international forum for academic and research papers about consumer affairs. It publishes studies of interest to an international audience and at the leading edge of consumer research throughout the world. The scope of the journal includes:

- consumer sciences and their application
- consumer policy
- consumer education

Topics covered by the Journal include:

- consumer protection: empowerment and entitlement, safety, standards, economic security;
- consumer behaviour: goods and services, business and marketing practices, retailing all from a consumer perspective;
- the consumer ecosystem: globalisation, sustainability, technology, ethical consumption, gender issues and citizenship;
- family and household studies: quality of life, food and nutrition, textiles and clothing, shelter, health and well being.

Authors may contact the Editor to determine whether a particular topic is likely to fit into the remit of the IJCS. However, the IJCS does not provide advance determinations as to the priority to be given to a particular manuscript, because this usually requires opinions through peer review.

**Criteria for acceptance:** The journal publishes articles that scholars and researchers will want to read and cite because they contain information in the form of theoretical statements, models of phenomena, and empirical findings that are valuable and relevant. Theories should be justified, models should be tested and empirical findings should be put into a relevant consumer context. Manuscripts should be well written, academically rigorous, and be relevant to the scope of the journal and its broadly based international readership. Articles may be submitted from any country. They must be in clear, concise, readable English. All articles should report original research which has not been published or submitted for publication elsewhere. Papers presented at conferences are acceptable, provided that they have not been published in full within Conference Proceedings.

### **Writing style**

Much has been written on this subject. Here are some basic guidelines.

- Use straightforward language and avoid long sentences, jargon and unnecessary use of capital letters and italics.
- Use short paragraphs and pay particular attention to grammar and punctuation.
- Use adequate headings to break up the text into meaningful sections.
- If abbreviations are used, these should be on the first occasion they appear in the script, e.g. United Nations Food and Agriculture Organisation (FAO).
- Use the Concise Oxford Dictionary for spelling and Système Internationale (SI) units.
- Choose a title for the paper that reflects its contents. If your title is long, then indicate a shortened version that can be used within the running head of the published version.
- Ensure that the Abstract (summary of up to 300 words) and key words describing your paper (up to 10 words) provide a clear indication of the key areas of your research and the main findings reported from your study. The key words determine citations of your work and these are particularly important.
- Ensure the relevant literature is adequately reviewed.

The summary should not contain any abbreviations or references. It should include as appropriate: the study's rationale, aims and objectives; methodological design and justification; ethical issues and approval; research methods; research instruments and/or interventions; outcomes measures; results; implications; study limitations and conclusions.

All quotations within the text should be identified by single inverted commas. Long quotations should be preceded and followed with a two-line space. There is no need to include inverted commas or italics in this instance. Page numbers of the reference must be identified.

### **Authorship**

All authors of the original work must be fully identified and in agreement about submission to IJC on an exclusive basis. In addition there should not be substantial overlap of the material submitted to IJC and papers by the same author team submitted elsewhere for publication. It is essential that the source of all information quoted or referred to in the text is referenced and written permission received for the direct reproduction of copyrighted material from the author and original publisher. The authors must pay any fees payable for permissions to reproduce copyright material.

### **Acceptance for publication process**

A first step in having your paper considered for publication is to follow the style guide given at the back of each issue of IJC under the Notice to Contributors and on the Journal's homepage ([www.blackwellpublishing.com/ijc](http://www.blackwellpublishing.com/ijc)). These require that:

- Manuscripts must be in clear, concise, readable English. Authors for whom English is a second language must have their manuscript professionally edited by an English speaking person before submission to make sure the English is of high quality. It is

preferred that manuscripts are professionally edited. A list of independent suppliers of editing services can be found at

[http://authorservices.wiley.com/bauthor/english\\_language.asp](http://authorservices.wiley.com/bauthor/english_language.asp) . All services are paid for and arranged by the author and use of one of these services does not guarantee acceptance or preference for publication.

- Manuscripts must be submitted online through Manuscript Central <http://mc.manuscriptcentral.com.ijc>. The format of papers should follow that indicated in the "Notice to Contributors" inside the back cover of the Journal and on the website [wileyonlinelibrary.com/journal/ijcs](http://wileyonlinelibrary.com/journal/ijcs). Articles will normally not exceed 5,000 words.
- Authors are encouraged to cite references from articles previously published in the International Journal of Consumer Studies.

### **Manuscripts we are looking for**

All articles should report original research, within our aims and scope, that has not previously been published or submitted for publication elsewhere. The IJCS considers the following to represent "prior publication": any printed material describing the findings, methods, or results of a submitted/in press manuscript in excess of 400 words; any published tables or illustrations that in any way duplicate the content of a manuscript; any posters, leaflets and video-tapes shown other than at an academic conference; electronic manuscripts or posters available to the public via the Internet. Papers presented at conferences are accepted provided that they have not been published in full in Conference Proceedings.

### **Format of paper**

- A single page is given to the title, short title, author's names and corresponding address – this is not for review
- The paper is structured to include a title, abstract, introduction, methods, results, discussion, conclusions, acknowledgements, and references
- Tables and figures may be included within the body of the manuscript or as a separate file

### **References**

Authors should use the Harvard system illustrated below. Only full articles which have been published or are in press may be included in the reference list. In the text, unpublished or submitted studies should be referred to as such (e.g. J.M. Smith, unpublished), or as a personal communication. It is the author's responsibility to obtain permission from colleagues to include their work as a personal communication. In the text, references should be inserted in parentheses in date order. The reference list should be in alphabetical order according to the first named author. Papers with two authors should follow those of the first named author, arranged in alphabetical order according to the name of the second author. Articles with more than two authors should follow those of the first named author in chronological order. The title of the article must be included. The names of all authors should be listed.

If you do not follow these detailed guidelines, your paper may be returned to you immediately and will not undergo peer review.

## **Review process**

The Editor assesses each manuscript within 10 days of receipt and acknowledges receipt of the article. Papers deemed to be of very poor quality or inappropriate for the IJCS may be rejected outright after initial review by the Editor.

The Editor relies on referees to advise on the originality, content, relevance, quality, potential interest and likely impact of an article. All manuscripts are subjected to peer review by at least two expert referees, selected by the Editor from a panel of referees. They are asked to review the manuscript within 28 days of receiving it.

Referees are asked to consider the following questions when they review your paper:

- Has author followed the Journal's Instructions for Authors?
- Is the work scholarly and original?
- Can the language be understood by an international audience?
- Does it have a sound scientific, philosophical or theoretical basis?
- Is the literature review adequate and appropriate?
- Is the material logical and well developed?
- Are the conclusions logically derived from the data and the arguments?
- Are the statistics adequate and appropriate?
- Are any of the Tables/Figures superfluous or confusing?
- Does the manuscript exceed the word length of 5,000 words?
- Does this study answer a question that was worth asking?
- Is the study interesting to potential readers of the Journal?
- Is this study a piece of primary research/a review article?
- Have all references cited in the script been mentioned in the reference list?
- Do reference spellings (and dates) in the script concur with those in the reference list?
- Is the reference list complete? All surnames and initials (no et al) identified?
- Do the authors use the Harvard style referencing system?

## **Final check list before submitting your paper to IJCS**

- Does your paper fit within the type of papers published in this journal?
- Have you completed a word count and is your paper between 3000 and 5000 words in length excluding the references and abstract?
- Have you checked that the format and style of presentation reflects the Guidelines for Contributors cited at the back of every issue of IJC?
- Have you included a 300-word summary which accurately reflects the main aspects of your paper? Are up to 10 key words or phrases included?
- Have you attached a separate sheet which details the contributing authors, their academic and professional qualifications, their job titles, their work addresses, and the main contact person and contact address for correspondence?
- Have you included a separate sheet detailing the references you are including in the text? Have you followed the style required by this journal?
- Have you included details of research funding, other support received and general acknowledgements?

- Have you obtained written permission to include copyrighted material in your paper? Have you included these with your manuscript? Does your covering letter include signed consent from all authors that the paper has been submitted to IJC exclusively?
- Have you included a separate sheet detailing the Tables and Figures you are including in the text along with their legends and headings? Have you grouped all the Tables and Figures together at the end of your manuscript?

### **Outcome from the reviewing process**

Following initial acknowledgement from the Editorial office that your paper will be considered for publication, you would expect to receive a final answer within three months. There are four outcomes you can expect at this stage:

- Acceptance of your paper as it stands.
- Recommendation that your paper needs minor changes in style, content and balance.
- Recommendation that your paper needs major changes, which require reconsideration by the reviewers. [Up to 2 major revisions of each paper are permitted].
- Rejection of your paper with an explanation for this decision.

### **After acceptance**

The Editorial Office strives to minimise the time from submission to first decision. This time varies widely between individual manuscripts. The minimum time between initial submission and publication is 6 months, although it is more usual for this to take longer. The Editor seeks to keep authors informed of the likely timescale. Once a paper is accepted, every effort is made to publish it as soon as possible. The IJCS uses Early View which provides for online article publication, prior to the article being allocated to an issue.

The Editor and Editorial Board look forward to welcoming you as an author to the International Journal of Consumer Studies and to helping disseminate your contribution to the development and advancement of consumer studies and home economics throughout the world.

Katherine Hughes  
Editor, International Journal of Consumer Studies

December 2011