DESCRIPTION

The *International Journal of Research in Marketing* is an international, double-blind peer-reviewed journal for *marketing* academics and practitioners. Building on a great tradition of global marketing scholarship, *IJRM* aims to contribute substantially to the field of *marketing research* by providing a high-quality medium for the dissemination of new *marketing knowledge* and *methods*. Among *IJRM*’s targeted audience are marketing scholars, practitioners (e.g., marketing research and consulting professionals) and other interested groups and individuals.

*IJRM* is a broad journal that aims to be at the forefront of the field. Hence, it welcomes contributions in various aspects of marketing. The editors, while accepting a wide array of scholarly contributions from different disciplinary approaches, especially encourage research that is novel, visionary or pathbreaking. Replications and very minor improvements of methods or theories will generally not be publishable in *IJRM*. All submissions must be interesting, relevant to marketing, sufficiently rigorous both conceptually and methodologically, and written in clear, concise and logical manner. For non-native English speakers, the use of a copy-editor is strongly encouraged.

**Benefits to authors**

We also provide many author benefits, such as free PDFs, a liberal copyright policy, special discounts on Elsevier publications and much more. Please click here for more information on our author services.

Please see our Guide for Authors for information on article submission. If you require any further information or help, please visit our Support Center.

AUDIENCE

Academics and Professionals active in research in marketing, and those interested in strategic marketing, corporate planning, portfolio analysis, marketing research and strategic management.

IMPACT FACTOR

2018: 3.320 © Clarivate Analytics Journal Citation Reports 2019
ABSTRACTING AND INDEXING

Social Sciences Citation Index
Statistical Theory and Method Abstracts
RePEc
Mathematical Reviews
Current Index to Statistics
ABI/Inform
Scopus
PsycINFO

EDITORIAL BOARD

Editor
P.K. Kannan, University of Maryland at College Park, United States

Co-Editors
Iris Hung, Fudan University, China
Werner Reinartz, University of Cologne, Germany
Andrew T. Stephen, University of Oxford, United Kingdom

Managing Editor
Cecilia Nalagon, Sassenheim, The Netherlands

Social Media Editor
William Rand, North Carolina State University, Raleigh, North Carolina, United States

Policy Board
Marnik Dekimpe, Tilburg University, Tilburg, Netherlands and KU Leuven, Leuven, Belgium
Jacob Goldenberg, Interdisciplinary Center Herzliya, USA
Donald R. Lehmann, Columbia University, United States
Eitan Muller, Interdisciplinary Center Herzliya, NY, USA
Stefan Streemersch, Erasmus University Rotterdam, Rotterdam, Netherlands and IESE, Spain

Area editors
Michael Ahearne, University of Houston, United States
Eric Arnould, Aalto University Department of Marketing, Finland
Tammo Bijmolt, University of Groningen, Netherlands
Benedict Dellaert, Erasmus University Rotterdam, Netherlands
Peter Ebbes, HEC School of Management, France
Tülin Erdem, New York University, United States
Rosie Ferraro, University of Maryland at College Park, United States
Maggie Geuens, Ghent University, Belgium
Els Gijsbrechts, Tilburg University, Netherlands
Michael Haenlein, ESCP Business School, France
Bruce Hardie, London Business School, United Kingdom
Christian Homburg, University of Mannheim, Germany
Wayne D. Hoyer, University of Texas at Austin, United States
Ming-Hui Huang, National Taiwan University, Taiwan
Joel Huber, Duke University, United States
Raghu Iyengar, University of Pennsylvania, United States
Sanjay Jain, University of Texas at Dallas, United States
Shailendra (Shelly) P. Jain, University of Washington, United States
Yogesh Joshi, University of Maryland at College Park, United States
Ujwal Kayande, The University of Melbourne Melbourne Business School, Australia
Ajay Kohli, Georgia Institute of Technology, United States
Praveen Kopalle, Dartmouth College, United States
V. Kumar, Georgia State University, United States
Juliano Laran, University of Miami, United States
Lan Luo, University of Southern California, United States
Nicholas Lurie, University of Connecticut, United States
Nitin Mehta, University of Toronto, Canada
Vikas Mittal, Rice University, United States
Sharon Ng, Nanyang Technological University, Singapore
Thomas Otter, Goethe University Frankfurt, Germany
Mario Pandelaere, Ghent University
Koen Pauwels, Northeastern University, United States
Renana Peres, Hebrew University of Jerusalem, Israel
Kay Peters, University of Hamburg, Germany
Raghu Nath S. Rao, University of Texas at Austin, United States
Oliver Rutz, University of Washington, United States
Martin Schreier, Vienna University of Economics and Business, Austria
Venkatesh Shankar, Texas A&M University College Station, United States
Bernd Skiera, Goethe University Frankfurt, Germany
David Soberman, University of Toronto, Canada
Alina Sorescu, Texas A&M University College Station, United States
Shrihari Sridhar, Texas A&M University College Station, United States
Shuba Srinivasan, Boston University, United States
Carlos Torelli, University of Illinois at Urbana-Champaign College of Business, United States
Kapil R. Tuli, Singapore Management University, Singapore
Rajkumar Venkatesan, University of Virginia, United States
Peter C. Verhoef, University of Groningen, Netherlands
Luk Warlop, BI Norwegian Business School, Norway
Russell S. Winer, New York University, United States
Karen Page Winterich, Pennsylvania State University, United States
Stefan Wuyts, Pennsylvania State University, United States
Jie Zhang, University of Maryland at College Park, United States

Past Editors
Berend Wierenga (1984-1986)
Gilles Laurent (1987-1989)
Piet Vanden Abeele (1990-1994)
Hubert Gatignon (2001-2006)
Stefan Stremersch (2006-2009)
Donald R. Lehmann (2006-2009)
Marnik Dekimpe (2009-2012)
Jacob Goldenberg (2012-2015)
Eitan Muller (2012-2015)
Roland Rust (2015-2018)

Members of the Editorial Review Board
Nadia Abou Nabout, Vienna University of Economics and Business Gutmann Center for Portfolio Management, Austria
Rashmi Adaval, University of Cincinnati, United States
Michael Ahearne, University of Houston, United States
Lerzan Aksoy, Fordham University Gabelli School of Business, United States
Sönke Albers, Kühne Logistics University, Germany
Hongshuang (Alice) Li, OHIO STATE UNIVERSITY, United States
Tor Andreassen, Norwegian School of Economics, Norway
Kersi Antia, Western University, Canada
Anocha Aribarg, University of Michigan, United States
Tamar Avnet, Yeshiva University, United States
Ana Babic Rosario, University of Denver, United States
Sumitro Banerjee, Grenoble Business School, France
Hans Baumgartner, Pennsylvania State University, United States
Amit Bhattacharjee, Erasmus University Rotterdam, Netherlands
C.B. Bhattacharya, European School of Management and Technology GmbH, Germany
Simon Blanchard, Georgetown University, United States
Abhishek Borah, INSEAD, France
Simona Botti, London Business School, United Kingdom
Michael Braun, Southern Methodist University, United States
Els Breugelmans, KU Leuven Campus Carolus Antwerpen, Belgium
Eva Buechel, University of Southern California, United States
Nuno Camacho, Erasmus University Rotterdam, Netherlands
Margaret Campbell, University of Colorado Boulder, United States
Anindita Chakravarty, The University of Georgia, United States
Anindita Chattopadhyay, INSEAD Asia Campus, Singapore
Doug Chung, Harvard Business School, United States
Tuck (Jonah) Siong Chung, ESSEC Business School - Singapore Campus, Singapore
Kathleen Cleeren, KU Leuven Association, Belgium
Michel Clement, University of Hamburg, Germany
Peter Danaher, Monash University, Australia
Gopal Das, Indian Institute of Management Bangalore, India
Arnaud De Bruyn, ESSEC Business School, France
Barbara Deleersnyder, Tilburg University, Netherlands
Min Ding, Pennsylvania State University, United States
Delphine Dion, ESSEC Business School, France
Bas Donkers, Erasmus University Rotterdam, Netherlands
Daria Dzyabura, New Economic School, Russian Federation
Gianna Eckhardt, University of London, United Kingdom
Bo Edvardsson, Karlstad University, Sweden
Fred M. Feinberg, University of Michigan, United States
Marc Fischer, University of Cologne, Germany
Dennis Fok, Erasmus University Rotterdam, Netherlands
Duncan Fong, Pennsylvania State University, United States
Bram Foubert, Maastricht University, Netherlands
Phillippe Françoise, Erasmus University Rotterdam, Netherlands
Christoph Fuchs, Technical University of Munich, Germany
Hubert Gatignon, INSEAD, France
Gary Gebhardt, HEC Montreal, Canada
Sarah Gelpert, University of Technology Eindhoven, Netherlands
Andrew Gershoff, University of Texas at Austin, United States
Katrijn Gieliens, University of North Carolina at Chapel Hill, United States
Maarten Gijsenberg, University of Groningen, Netherlands
Mary Gilly, University of California Irvine, United States
David Godes, University of Maryland at College Park, United States
Peter Golder, Dartmouth College, United States
Zeynep Gurhan-Canli, Koc University, Turkey
Rhonda Hadi, University of Oxford, United Kingdom
Rebecca Hamilton, Georgetown University, United States
Ernan E. Haruvy, University of Texas at Dallas, United States
Anu Helkkula, Hanken School of Economics, Finland
Kelly Hewett, The University of Tennessee System, United States
Jeffrey Inman, University of Pittsburgh, United States
Sandy Jap, Emory University, United States
Rupinder Jindal, University of Washington, United States
Martijn de Jong, Erasmus University Rotterdam, Netherlands
Zsolt Katona, University of California Berkeley, United States
Timothy Keiningham, Saint John's University Peter J Tobin College of Business, United States
Dong-Hoon Kim, Yonsei University School of Business, Korea, Republic of
Nevena Koukova, Lehigh University, United States
Manfred Krafft, University of Münster, Germany
Harley Krohmer, University of Bern, Switzerland
Hyokjin Kwak, Drexel University, United States
Ashok K. Laiwani, Indiana University Bloomington Kelley School of Business, United States
Son Lam, The University of Georgia, United States
Vardit Landsman-Schwartz, Erasmus University Rotterdam, Netherlands
Jan Landwehr, Goethe University Frankfurt, Germany
Bart Larivière, KU Leuven, Belgium
Leonard Lee, National University of Singapore, Singapore
Aurélie Lemmens, Tilburg University, Netherlands
Barak Libai, Interdisciplinary Center Herzliya, Israel
Guil Liberati, Erasmus University Rotterdam, Netherlands
Gary L. Lilien, Pennsylvania State University, United States
GUIDE FOR AUTHORS

Your Paper Your Way
We now differentiate between the requirements for new and revised submissions. You may choose to submit your manuscript as a single Word or PDF file to be used in the refereeing process. Only when your paper is at the revision stage, will you be requested to put your paper in to a 'correct format' for acceptance and provide the items required for the publication of your article.

To find out more, please visit the Preparation section below.

Submission checklist
You can use this list to carry out a final check of your submission before you send it to the journal for review. Please check the relevant section in this Guide for Authors for more details.

Ensure that the following items are present:

One author has been designated as the corresponding author with contact details:
- E-mail address
- Full postal address

All necessary files have been uploaded:

Manuscript:
- Include keywords
- All figures (include relevant captions)
- All tables (including titles, description, footnotes)
- Ensure all figure and table citations in the text match the files provided
- Indicate clearly if color should be used for any figures in print

Graphical Abstracts / Highlights files (where applicable)

Supplemental files (where applicable)

Further considerations
- Manuscript has been 'spell checked' and 'grammar checked'
- All references mentioned in the Reference List are cited in the text, and vice versa
- Permission has been obtained for use of copyrighted material from other sources (including the Internet)
- A competing interests statement is provided, even if the authors have no competing interests to declare
- Journal policies detailed in this guide have been reviewed
- Referee suggestions and contact details provided, based on journal requirements

For further information, visit our Support Center.

BEFORE YOU BEGIN

Ethics in publishing
Please see our information pages on Ethics in publishing and Ethical guidelines for journal publication.

Declaration of interest
All authors must disclose any financial and personal relationships with other people or organizations that could inappropriately influence (bias) their work. Examples of potential competing interests include employment, consultancies, stock ownership, honoraria, paid expert testimony, patent applications/registrations, and grants or other funding. Authors must disclose any interests in two places: 1. A summary declaration of interest statement in the title page file (if double-blind) or the manuscript file (if single-blind). If there are no interests to declare then please state this: 'Declarations of interest: none'. This summary statement will be ultimately published if the article is accepted. 2. Detailed disclosures as part of a separate Declaration of Interest form, which forms part of the journal's official records. It is important for potential interests to be declared in both places and that the information matches. More information.

Submission declaration and verification
Submission of an article implies that the work described has not been published previously (except in the form of an abstract, a published lecture or academic thesis, see 'Multiple, redundant or concurrent publication' for more information), that it is not under consideration for publication elsewhere, that
its publication is approved by all authors and tacitly or explicitly by the responsible authorities where
the work was carried out, and that, if accepted, it will not be published elsewhere in the same form, in
English or in any other language, including electronically without the written consent of the copyright-
holder. To verify originality, your article may be checked by the originality detection service Crossref
Similarity Check.

Use of inclusive language
Inclusive language acknowledges diversity, conveys respect to all people, is sensitive to differences,
and promotes equal opportunities. Articles should make no assumptions about the beliefs or
commitments of any reader, should contain nothing which might imply that one individual is superior
to another on the grounds of race, sex, culture or any other characteristic, and should use inclusive
language throughout. Authors should ensure that writing is free from bias, for instance by using 'he
or she', 'his/her' instead of 'he' or 'his', and by making use of job titles that are free of stereotyping
(e.g. 'chairperson' instead of 'chairman' and 'flight attendant' instead of 'stewardess').

Changes to authorship
Authors are expected to consider carefully the list and order of authors before submitting their
manuscript and provide the definitive list of authors at the time of the original submission. Any
addition, deletion or rearrangement of author names in the authorship list should be made only
before the manuscript has been accepted and only if approved by the journal Editor. To request such
a change, the Editor must receive the following from the corresponding author: (a) the reason
for the change in author list and (b) written confirmation (e-mail, letter) from all authors that they
agree with the addition, removal or rearrangement. In the case of addition or removal of authors,
this includes confirmation from the author being added or removed.
Only in exceptional circumstances will the Editor consider the addition, deletion or rearrangement of
authors after the manuscript has been accepted. While the Editor considers the request, publication
of the manuscript will be suspended. If the manuscript has already been published in an online issue,
any requests approved by the Editor will result in a corrigendum.

Copyright
Upon acceptance of an article, authors will be asked to complete a 'Journal Publishing Agreement' (see
more information on this). An e-mail will be sent to the corresponding author confirming receipt of
the manuscript together with a 'Journal Publishing Agreement' form or a link to the online version
of this agreement.

Subscribers may reproduce tables of contents or prepare lists of articles including abstracts for internal
circulation within their institutions. Permission of the Publisher is required for resale or distribution
outside the institution and for all other derivative works, including compilations and translations. If
excerpts from other copyrighted works are included, the author(s) must obtain written permission
from the copyright owners and credit the source(s) in the article. Elsevier has preprinted forms for
use by authors in these cases.

For gold open access articles: Upon acceptance of an article, authors will be asked to complete an
Exclusive License Agreement (more information). Permitted third party reuse of gold open access
articles is determined by the author's choice of user license.

Author rights
As an author you (or your employer or institution) have certain rights to reuse your work. More
information.

Elsevier supports responsible sharing
Find out how you can share your research published in Elsevier journals.

Role of the funding source
You are requested to identify who provided financial support for the conduct of the research and/or
preparation of the article and to briefly describe the role of the sponsor(s), if any, in study design; in
the collection, analysis and interpretation of data; in the writing of the report; and in the decision to
submit the article for publication. If the funding source(s) had no such involvement then this should
be stated.

Open access
Please visit our Open Access page for more information.
Elsevier Researcher Academy

Researcher Academy is a free e-learning platform designed to support early and mid-career researchers throughout their research journey. The "Learn" environment at Researcher Academy offers several interactive modules, webinars, downloadable guides and resources to guide you through the process of writing for research and going through peer review. Feel free to use these free resources to improve your submission and navigate the publication process with ease.

Language (usage and editing services)
Please write your text in good English (American or British usage is accepted, but not a mixture of these). Authors who feel their English language manuscript may require editing to eliminate possible grammatical or spelling errors and to conform to correct scientific English may wish to use the English Language Editing service available from Elsevier's Author Services.

Submission
Our online submission system guides you stepwise through the process of entering your article details and uploading your files. The system converts your article files to a single PDF file used in the peer-review process. Editable files (e.g., Word, LaTeX) are required to typeset your article for final publication. All correspondence, including notification of the Editor's decision and requests for revision, is sent by e-mail.

Submissions should not be more than 50 pages (12 pts Times Roman, double-spaced, normal margins, with page numbers) inclusive of title, abstract, keywords, text, references, tables, figures, footnotes, appendices. Submissions that exceed this page length will be returned to the authors. No exceptions will be made.

Submit your article
Please submit your article via https://ees.elsevier.com/ijrm/default.asp

PREPARATION

NEW SUBMISSIONS
Submission to this journal proceeds totally online and you will be guided stepwise through the creation and uploading of your files. The system automatically converts your files to a single PDF file, which is used in the peer-review process.

As part of the Your Paper Your Way service, you may choose to submit your manuscript as a single file to be used in the refereeing process. This can be a PDF file or a Word document, in any format or layout that can be used by referees to evaluate your manuscript. It should contain high enough quality figures for refereeing. If you prefer to do so, you may still provide all or some of the source files at the initial submission. Please note that individual figure files larger than 10 MB must be uploaded separately.

References
There are no strict requirements on reference formatting at submission. References can be in any style or format as long as the style is consistent. Where applicable, author(s) name(s), journal title/book title, chapter title/article title, year of publication, volume number/book chapter and the article number or pagination must be present. Use of DOI is highly encouraged. The reference style used by the journal will be applied to the accepted article by Elsevier at the proof stage. Note that missing data will be highlighted at proof stage for the author to correct.

Formatting requirements
There are no strict formatting requirements but all manuscripts must contain the essential elements needed to convey your manuscript, for example Abstract, Keywords, Introduction, Materials and Methods, Results, Conclusions, Artwork and Tables with Captions.

If your article includes any Videos and/or other Supplementary material, this should be included in your initial submission for peer review purposes.

Divide the article into clearly defined sections.

Figures and tables embedded in text
Please ensure the figures and the tables included in the single file are placed next to the relevant text in the manuscript, rather than at the bottom or the top of the file. The corresponding caption should be placed directly below the figure or table.
**Peer review**
This journal operates a double blind review process. All contributions will be initially assessed by the editor for suitability for the journal. Papers deemed suitable are then typically sent to a minimum of two independent expert reviewers to assess the scientific quality of the paper. The Editor is responsible for the final decision regarding acceptance or rejection of articles. The Editor's decision is final. More information on types of peer review.

**Double-blind review**
This journal uses double-blind review, which means the identities of the authors are concealed from the reviewers, and vice versa. More information is available on our website. To facilitate this, please include the following separately:

- *Title page (with author details)*: This should include the title, authors' names, affiliations, acknowledgements and any Declaration of Interest statement, and a complete address for the corresponding author including an e-mail address.
- *Blinded manuscript (no author details)*: The main body of the paper (including the references, figures, tables and any acknowledgements) should not include any identifying information, such as the authors' names or affiliations.

**REVISED SUBMISSIONS**

**Use of word processing software**
Regardless of the file format of the original submission, at revision you must provide us with an editable file of the entire article. Keep the layout of the text as simple as possible. Most formatting codes will be removed and replaced on processing the article. The electronic text should be prepared in a way very similar to that of conventional manuscripts (see also the Guide to Publishing with Elsevier). See also the section on Electronic artwork.

To avoid unnecessary errors you are strongly advised to use the 'spell-check' and 'grammar-check' functions of your word processor.

**Article structure**

**Subdivision - numbered sections**
Divide your article into clearly defined and numbered sections. Subsections should be numbered 1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. (the abstract is not included in section numbering). Use this numbering also for internal cross-referencing: do not just refer to 'the text'. Any subsection may be given a brief heading. Each heading should appear on its own separate line.

- **Introduction**
State the objectives of the work and provide an adequate background, avoiding a detailed literature survey or a summary of the results.

- **Theory/calculation**
A Theory section should extend, not repeat, the background to the article already dealt with in the Introduction and lay the foundation for further work. In contrast, a Calculation section represents a practical development from a theoretical basis.

- **Results**
Results should be clear and concise.

- **Discussion**
This should explore the significance of the results of the work, not repeat them. A combined Results and Discussion section is often appropriate. Avoid extensive citations and discussion of published literature.

- **Conclusions**
The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or form a subsection of a Discussion or Results and Discussion section.

- **Appendices**
If there is more than one appendix, they should be identified as A, B, etc. Formulae and equations in appendices should be given separate numbering: Eq. (A.1), Eq. (A.2), etc.; in a subsequent appendix, Eq. (B.1) and so on. Similarly for tables and figures: Table A.1; Fig. A.1, etc.

**Essential title page information**
- **Title.** Concise and informative. Titles are often used in information-retrieval systems. Avoid abbreviations and formulae where possible.
• **Author names and affiliations.** Please clearly indicate the given name(s) and family name(s) of each author and check that all names are accurately spelled. You can add your name between parentheses in your own script behind the English transliteration. Present the authors' affiliation addresses (where the actual work was done) below the names. Indicate all affiliations with a lowercase superscript letter immediately after the author's name and in front of the appropriate address. Provide the full postal address of each affiliation, including the country name and, if available, the e-mail address of each author.

• **Corresponding author.** Clearly indicate who will handle correspondence at all stages of refereeing and publication, also post-publication. This responsibility includes answering any future queries about Methodology and Materials. **Ensure that the e-mail address is given and that contact details are kept up to date by the corresponding author.**

• **Present/permanent address.** If an author has moved since the work described in the article was done, or was visiting at the time, a 'Present address' (or 'Permanent address') may be indicated as a footnote to that author's name. The address at which the author actually did the work must be retained as the main, affiliation address. Superscript Arabic numerals are used for such footnotes.

**Highlights**

Highlights are mandatory for this journal as they help increase the discoverability of your article via search engines. They consist of a short collection of bullet points that capture the novel results of your research as well as new methods that were used during the study (if any). Please have a look at the examples here: example Highlights.

Highlights should be submitted in a separate editable file in the online submission system. Please use 'Highlights' in the file name and include 3 to 5 bullet points (maximum 85 characters, including spaces, per bullet point).

**Abstract**

A concise and factual abstract is required. The abstract should state briefly the purpose of the research, the principal results and major conclusions. An abstract is often presented separately from the article, so it must be able to stand alone. For this reason, References should be avoided, but if essential, then cite the author(s) and year(s). Also, non-standard or uncommon abbreviations should be avoided, but if essential they must be defined at their first mention in the abstract itself.

**Graphical abstract**

Although a graphical abstract is optional, its use is encouraged as it draws more attention to the online article. The graphical abstract should summarize the contents of the article in a concise, pictorial form designed to capture the attention of a wide readership. Graphical abstracts should be submitted as a separate file in the online submission system. Image size: Please provide an image with a minimum of 531 × 1328 pixels (h × w) or proportionally more. The image should be readable at a size of 5 × 13 cm using a regular screen resolution of 96 dpi. Preferred file types: TIFF, EPS, PDF or MS Office files. You can view Example Graphical Abstracts on our information site.

Authors can make use of Elsevier's Illustration Services to ensure the best presentation of their images and in accordance with all technical requirements.

**Keywords**

Immediately after the abstract, provide a maximum of 6 keywords, using American spelling and avoiding general and plural terms and multiple concepts (avoid, for example, 'and', 'of'). Be sparing with abbreviations: only abbreviations firmly established in the field may be eligible. These keywords will be used for indexing purposes.

**Acknowledgements**

The authors should include their acknowledgements on the title page. List here those individuals who provided help during the research (e.g., providing language help, writing assistance or proof reading the article, etc.).

**Formatting of funding sources**

List funding sources in this standard way to facilitate compliance to funder's requirements:

Funding: This work was supported by the National Institutes of Health [grant numbers xxxx, yyyy]; the Bill & Melinda Gates Foundation, Seattle, WA [grant number zzzz]; and the United States Institutes of Peace [grant number aaaa].
It is not necessary to include detailed descriptions on the program or type of grants and awards. When funding is from a block grant or other resources available to a university, college, or other research institution, submit the name of the institute or organization that provided the funding.

If no funding has been provided for the research, please include the following sentence:

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

Units
Follow internationally accepted rules and conventions: use the international system of units (SI). If other units are mentioned, please give their equivalent in SI.

Math formulae
Please submit math equations as editable text and not as images. Present simple formulae in line with normal text where possible and use the solidus (/) instead of a horizontal line for small fractional terms, e.g., X/Y. In principle, variables are to be presented in italics. Powers of e are often more conveniently denoted by exp. Number consecutively any equations that have to be displayed separately from the text (if referred to explicitly in the text).

Footnotes
Footnotes should be used sparingly. Number them consecutively throughout the article. Many word processors build footnotes into the text, and this feature may be used. Should this not be the case, indicate the position of footnotes in the text and present the footnotes themselves separately at the end of the article.

Artwork
Electronic artwork
General points
• Make sure you use uniform lettering and sizing of your original artwork.
• Preferred fonts: Arial (or Helvetica), Times New Roman (or Times), Symbol, Courier.
• Number the illustrations according to their sequence in the text.
• Use a logical naming convention for your artwork files.
• Indicate per figure if it is a single, 1.5 or 2-column fitting image.
• For Word submissions only, you may still provide figures and their captions, and tables within a single file at the revision stage.
• Please note that individual figure files larger than 10 MB must be provided in separate source files.

A detailed guide on electronic artwork is available.
You are urged to visit this site; some excerpts from the detailed information are given here.

Formats
Regardless of the application used, when your electronic artwork is finalized, please 'save as' or convert the images to one of the following formats (note the resolution requirements for line drawings, halftones, and line/halftone combinations given below):
EPS (or PDF): Vector drawings. Embed the font or save the text as 'graphics'.
TIFF (or JPG): Color or grayscale photographs (halftones): always use a minimum of 300 dpi.
TIFF (or JPG): Bitmapped line drawings: use a minimum of 1000 dpi.
TIFF (or JPG): Combinations bitmapped line/half-tone (color or grayscale): a minimum of 500 dpi is required.

Please do not:
• Supply files that are optimized for screen use (e.g., GIF, BMP, PICT, WPG); the resolution is too low.
• Supply files that are too low in resolution.
• Submit graphics that are disproportionately large for the content.

Color artwork
Please make sure that artwork files are in an acceptable format (TIFF (or JPEG), EPS (or PDF), or MS Office files) and with the correct resolution. If, together with your accepted article, you submit usable color figures then Elsevier will ensure, at no additional charge, that these figures will appear in color online (e.g., ScienceDirect and other sites) regardless of whether or not these illustrations are reproduced in color in the printed version. For color reproduction in print, you will receive information regarding the costs from Elsevier after receipt of your accepted article. Please indicate your preference for color: in print or online only. Further information on the preparation of electronic artwork.
Figure captions
Ensure that each illustration has a caption. A caption should comprise a brief title (not on the figure itself) and a description of the illustration. Keep text in the illustrations themselves to a minimum but explain all symbols and abbreviations used.

Tables
Please submit tables as editable text and not as images. Tables can be placed either next to the relevant text in the article, or on separate page(s) at the end. Number tables consecutively in accordance with their appearance in the text and place any table notes below the table body. Be sparing in the use of tables and ensure that the data presented in them do not duplicate results described elsewhere in the article. Please avoid using vertical rules and shading in table cells.

References
Citation in text
Please ensure that every reference cited in the text is also present in the reference list (and vice versa). Any references cited in the abstract must be given in full. Unpublished results and personal communications are not recommended in the reference list, but may be mentioned in the text. If these references are included in the reference list they should follow the standard reference style of the journal and should include a substitution of the publication date with either 'Unpublished results' or 'Personal communication'. Citation of a reference as 'in press' implies that the item has been accepted for publication.

Web references
As a minimum, the full URL should be given and the date when the reference was last accessed. Any further information, if known (DOI, author names, dates, reference to a source publication, etc.), should also be given. Web references can be listed separately (e.g., after the reference list) under a different heading if desired, or can be included in the reference list.

Data references
This journal encourages you to cite underlying or relevant datasets in your manuscript by citing them in your text and including a data reference in your Reference List. Data references should include the following elements: author name(s), dataset title, data repository, version (where available), year, and global persistent identifier. Add [dataset] immediately before the reference so we can properly identify it as a data reference. The [dataset] identifier will not appear in your published article.

References in a special issue
Please ensure that the words 'this issue' are added to any references in the list (and any citations in the text) to other articles in the same Special Issue.

Reference management software
Most Elsevier journals have their reference template available in many of the most popular reference management software products. These include all products that support Citation Style Language styles, such as Mendeley. Using citation plug-ins from these products, authors only need to select the appropriate journal template when preparing their article, after which citations and bibliographies will be automatically formatted in the journal’s style. If no template is yet available for this journal, please follow the format of the sample references and citations as shown in this Guide. If you use reference management software, please ensure that you remove all field codes before submitting the electronic manuscript. More information on how to remove field codes from different reference management software.

Users of Mendeley Desktop can easily install the reference style for this journal by clicking the following link:
http://open.mendeley.com/use-citation-style/international-journal-of-research-in-marketing
When preparing your manuscript, you will then be able to select this style using the Mendeley plug-ins for Microsoft Word or LibreOffice.

Reference formatting
There are no strict requirements on reference formatting at submission. References can be in any style or format as long as the style is consistent. Where applicable, author(s) name(s), journal title/book title, chapter title/article title, year of publication, volume number/book chapter and the article number or pagination must be present. Use of DOI is highly encouraged. The reference style used by the journal will be applied to the accepted article by Elsevier at the proof stage. Note that missing data will be highlighted at proof stage for the author to correct. If you do wish to format the references yourself they should be arranged according to the following examples:
Reference style

Text: Citations in the text should follow the referencing style used by the American Psychological Association. You are referred to the Publication Manual of the American Psychological Association, Sixth Edition, ISBN 978-1-4338-0561-5, copies of which may be ordered online or APA Order Dept., P.O.B. 2710, Hyattsville, MD 20784, USA or APA, 3 Henrietta Street, London, WC3E 8LU, UK.

List: references should be arranged first alphabetically and then further sorted chronologically if necessary. More than one reference from the same author(s) in the same year must be identified by the letters 'a', 'b', 'c', etc., placed after the year of publication.

Examples:

Reference to a journal publication:

Reference to a journal publication with an article number:

Reference to a book:

Reference to a chapter in an edited book:

Reference to a website:

Reference to a dataset:

Reference to a conference paper or poster presentation:

Data visualization

Include interactive data visualizations in your publication and let your readers interact and engage more closely with your research. Follow the instructions here to find out about available data visualization options and how to include them with your article.

Supplementary material

Supplementary material such as applications, images and sound clips, can be published with your article to enhance it. Submitted supplementary items are published exactly as they are received (Excel or PowerPoint files will appear as such online). Please submit your material together with the article and supply a concise, descriptive caption for each supplementary file. If you wish to make changes to supplementary material during any stage of the process, please make sure to provide an updated file. Do not annotate any corrections on a previous version. Please switch off the 'Track Changes' option in Microsoft Office files as these will appear in the published version.

Code and data deposit to RunMyCode.org

You can enrich your online article by uploading relevant computer code and data to the RunMyCode repository. Once published, your article on ScienceDirect will be linked to a dedicated RunMyCode companion website via the "Data for this article" application displayed next to the article, in the right hand side panel. This linkage will allow readers to access your code and data via the RunMyCode companion website. To create a companion website, please go to http://www.runmycode.org/home.

Research data

This journal encourages and enables you to share data that supports your research publication where appropriate, and enables you to interlink the data with your published articles. Research data refers to the results of observations or experimentation that validate research findings. To facilitate reproducibility and data reuse, this journal also encourages you to share your software, code, models, algorithms, protocols, methods and other useful materials related to the project.
Below are a number of ways in which you can associate data with your article or make a statement about the availability of your data when submitting your manuscript. If you are sharing data in one of these ways, you are encouraged to cite the data in your manuscript and reference list. Please refer to the "References" section for more information about data citation. For more information on depositing, sharing and using research data and other relevant research materials, visit the research data page.

Data linking
If you have made your research data available in a data repository, you can link your article directly to the dataset. Elsevier collaborates with a number of repositories to link articles on ScienceDirect with relevant repositories, giving readers access to underlying data that gives them a better understanding of the research described.

There are different ways to link your datasets to your article. When available, you can directly link your dataset to your article by providing the relevant information in the submission system. For more information, visit the database linking page.

For supported data repositories a repository banner will automatically appear next to your published article on ScienceDirect.

In addition, you can link to relevant data or entities through identifiers within the text of your manuscript, using the following format: Database: xxxx (e.g., TAIR: AT1G01020; CCDC: 734053; PDB: 1XFN).

Mendeley Data
This journal supports Mendeley Data, enabling you to deposit any research data (including raw and processed data, video, code, software, algorithms, protocols, and methods) associated with your manuscript in a free-to-use, open access repository. During the submission process, after uploading your manuscript, you will have the opportunity to upload your relevant datasets directly to Mendeley Data. The datasets will be listed and directly accessible to readers next to your published article online.

For more information, visit the Mendeley Data for journals page.

Data statement
To foster transparency, we encourage you to state the availability of your data in your submission. This may be a requirement of your funding body or institution. If your data is unavailable to access or unsuitable to post, you will have the opportunity to indicate why during the submission process, for example by stating that the research data is confidential. The statement will appear with your published article on ScienceDirect. For more information, visit the Data Statement page.

AFTER ACCEPTANCE

Online proof correction
To ensure a fast publication process of the article, we kindly ask authors to provide us with their proof corrections within two days. Corresponding authors will receive an e-mail with a link to our online proofing system, allowing annotation and correction of proofs online. The environment is similar to MS Word: in addition to editing text, you can also comment on figures/tables and answer questions from the Copy Editor. Web-based proofing provides a faster and less error-prone process by allowing you to directly type your corrections, eliminating the potential introduction of errors.

If preferred, you can still choose to annotate and upload your edits on the PDF version. All instructions for proofing will be given in the e-mail we send to authors, including alternative methods to the online version and PDF.

We will do everything possible to get your article published quickly and accurately. Please use this proof only for checking the typesetting, editing, completeness and correctness of the text, tables and figures. Significant changes to the article as accepted for publication will only be considered at this stage with permission from the Editor. It is important to ensure that all corrections are sent back to us in one communication. Please check carefully before replying, as inclusion of any subsequent corrections cannot be guaranteed. Proofreading is solely your responsibility.

Offprints
The corresponding author will, at no cost, receive a customized Share Link providing 50 days free access to the final published version of the article on ScienceDirect. The Share Link can be used for sharing the article via any communication channel, including email and social media. For an extra
charge, paper offprints can be ordered via the offprint order form which is sent once the article is accepted for publication. Both corresponding and co-authors may order offprints at any time via Elsevier's Author Services. Corresponding authors who have published their article gold open access do not receive a Share Link as their final published version of the article is available open access on ScienceDirect and can be shared through the article DOI link.

**AUTHOR INQUIRIES**
Visit the Elsevier Support Center to find the answers you need. Here you will find everything from Frequently Asked Questions to ways to get in touch. You can also check the status of your submitted article or find out when your accepted article will be published.

© Copyright 2018 Elsevier | https://www.elsevier.com