

## Journal of Global Marketing (JGM)

### Guidelines for Preparing a Proposal for a Special Issue

The Editorial Board of the Journal of Global Marketing (JGM) encourages the publication of high-quality special issues addressing timely areas of research that are of interest to JGM readers. Normally, JGM will publish one special issue annually with 5-6 papers each.

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The following policies and guidelines offer a detailed outline to help facilitate the process for scholars interested in proposing and guest editing special issues for JGM.

Potential guest editor(s) should prepare a concise (3-5 page) proposal for a special issue and submit it to Dr. Tarek Maddy, *Senior AE – Book Reviews and Special Issues*, at [tmady@upei.ca](mailto:tmady@upei.ca) with a copy to the EIC, Dr. Ajay Manrai, as an email attachment at [manraia@udel.edu](mailto:manraia@udel.edu). If there are several guest editors, one guest editor will act as the corresponding editor. Senior members of the Editorial Board will review the proposal. Based on these reviews, the EIC will provide the corresponding guest editor with feedback and a decision.

At a minimum, the proposal should include the following:

- Information on the proposed topic/theme, including:
  - A tentative title for the proposed special issue;
  - The overall theme and objectives of the special issue as well as relevant topics and subtopics to be included;
  - A brief discussion (300 words) about the relevance and importance of the proposed special issue considering the *Aims and Scope* of JGM;
    - Information on the JGM's Aims and Scope can be found at <http://www.tandfonline.com/toc/wglo20/current>
  - A list of potential scholars in the field (beyond guest editors' own school, university, and/or conference) who would be attracted to contribute to the proposed special issue.
    - Please note that special issues are open to the public and cannot be restricted to the scholars of one college, school, university, conference, or country.
- Information on guest editors, including:
  - The names and affiliations of the guest editor(s);
  - CVs of the guest editor(s);
  - A short biographical note (200 words for each guest editor) highlighting past research contributions and publications, as well as previous editorial activities.
- Information on project completion, including:
  - A brief timeline outlining the intended plan for developing and completing the special issue. This should include important dates such as when the *Call for Papers* would be sent out, manuscript submission deadline, dates for final recommendations for acceptance/rejection to the EIC, and the approximate date for issue publication.
- Review and accepting papers:
  - If a special issue is approved, guest editor(s) will be required to keep in close contact with the EIC during the development period.

- It is the guest editors' role to ensure that all manuscripts submitted conform to the editorial and publication policies of JGM and T&F.
  - Each manuscript submitted must be original and must not have been published in its current form elsewhere.
- Guest editor(s) must select reviewers and solicit evaluations for the various submissions, and keep authors informed of the status of manuscripts in a timely manner.
- Upon receiving referee reports, the guest editors will make an initial decision, and if necessary (i.e., revise and resubmit), the paper will be sent out for revision again. Guest editors will then either “reject” a paper or offer an “accept” recommendation to EIC. The final decision to “accept” will rest with the EIC, who will inform the authors of the final “accept” decision on the paper.

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### Guidelines for Preparing a Proposal for a Book Review

The Editorial Board of the Journal of Global Marketing (JGM) encourages book reviews from qualified authors. As a valued component contributing to JGM, book reviews offer intuitive and thoughtful commentary with a goal to disseminate critical insights about recent publications of interest to JGM readers.

Generally, book reviews are by invitation only, and we do not accept unsolicited book reviews. However, we do accept proposals for book reviews regularly. The proposal will be reviewed by senior members of the Editorial Board and based on these reviews, the EIC will provide the potential reviewer with feedback and a decision. A book review must be approved first by the JGM Editorial Board.

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The following policies and guidelines offer a detailed outline to help facilitate the process for scholars interested in proposing and writing a book review for JGM.

A potential reviewer should prepare a concise (1-2 page) proposal for a book review and submit it to Dr. Tarek Mady – Senior Associate Editor for Book Reviews and Special Issues, [tmady@upei.ca](mailto:tmady@upei.ca) with a copy to EIC, Dr. Ajay Manrai, as an email attachment at [manraia@udel.edu](mailto:manraia@udel.edu).

At a minimum, the proposal should include the following:

- Information on the book under consideration, including:
  - The publication date of the book;
  - The relevance of the book to JGM readers (considering the journal's *Aims and Scope*);
    - Information on JGM's Aims and Scope can be found at <http://www.tandfonline.com/toc/wglo20/current>
  - Information on the author(s) of the book;
  - A very brief (max 400 words) discussion of the book's main themes;
  - Type of book (e.g., popular press, textbook, series, edited collection, etc.)
- Information on the potential book reviewer, including:
  - The name and affiliation of potential reviewer;
  - CV of the potential reviewer;
  - A short biographical note (200 words) highlighting past research contributions and publications, as well as previous review activities.
- Information on project completion, including:
  - A brief timeline outlining the intended plan for developing and completing the book review. Generally, the whole process would take no more than 6-8 weeks.

If a review of the proposal results in a favourable decision, the reviewer will be informed and may start writing the review. The reviewer will be required to keep in close contact with the EIC during the development period. Please note that it is the reviewer's responsibility to ensure that the book review conforms to the manuscript and publication policies of JGM and T&F. The book review must be original and must not have been published in its current form elsewhere. More information on formatting and general guidelines can be found at:

<https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=wglo20>

- While this is not an exhaustive list, a typical book review would include:
  - A thorough (and objective) summary of the book's central themes, content, scope, structure, and how arguments are laid out;
  - Contributions the book author(s) make to the relevant field;
  - Identification of any author stances that are controversial or conflict with the existing body of practical knowledge and/or theoretical foundations within the area of research;
  - Any perceived shortcomings in the author(s)' arguments;
  - Overall professional assessment of the book, including a comparison to peer books.

Most book review word count should fall within a range of 750-900 words (including bibliographic information and reviewer information).