

REVIEW OF MARKETING SCIENCE (ROMS)

MANUSCRIPT PREPARATION GUIDELINES

This document provides authors with details on policy, copyediting, formatting, and layout requirements pertaining to final manuscript submission to this journal. **All manuscripts must have correct formatting to be considered for publication.**

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The submission of a manuscript requires uploading at least one file: 'main document' (anonymous). This document should not contain information about the authors. Additionally, if there are any figures or tables, they should also be submitted separately.

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LaTeX files are also acceptable.

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The manuscript should be written in clear and concise English (either British or American standard, but not the mixture of both).

Please, refer to the end of the guide for information regarding language editing.

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The first page of the main document should include the title of the manuscript, a short unstructured abstract (between 150 and 200 words approximately) and 3-6 keywords.

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Please use the following structure: Introduction-Main Sections (e.g., Literature Review, Methodology....)-Appendices (if needed), Explanation of Symbols (if needed), References

All sections and subsections must be numbered (except for 'References').

Headings (e.g., titles of sections) should be distinguished from the main body text by clearly indicating the heading hierarchy (e.g., 2.1, 2.2...) and capitalizing the first word while leaving the rest in lowercase. Please use bold for headings.

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Footnotes must appear at the bottom of the page on which they are referenced rather than at the end of the paper.

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Number figures and tables consecutively using Arabic numerals (Figure 1, Table 1, etc.).

Provide a short descriptive title, column headings, and (if necessary) footnotes to make them self-explanatory.

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- Roman letters used in mathematical expressions as variables must be italicized. Roman letters used as part of multi-letter function names should not be italicized. Subscripts and superscripts must be a smaller font size than the main text.
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- Insert a blank line before and after each equation.
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REFERENCES

Please use the Chicago Manual of Style author-date system for parenthetical citation in the text and the related reference list entry. Below you can see some examples. For more specific details please visit: http://www.chicagomanualofstyle.org/tools_citationguide.html and click on the Author-Date tab.

Citations: Price and quality are interrelated factors (Liu 2022; Park and Liu 2021; Smith, Park, and Liu 2020; Smith et al. 2021).

Please use 'et al.' when referencing more than three authors.

In-text Citations: As Smith et al. (2021) explain....

Book: Hayes, A. F. 2022. *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach*, 3rd ed. New York: Guilford Publications.

Book Chapter: Guadagno, R., and R. Cialdini. 2005. "Online Persuasion and Compliance: Social Influence on the Internet and beyond." In *The Social Net: Understanding Human Behavior in Cyberspace*, edited by Y. Amichai-Hamburger, 91–113. Oxford: Oxford University Press.

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Journal Article: Kamolsook, A., Y. F. Badir, and B. Frank. 2019. "Consumers' Switching to Disruptive Technology Products: The Roles of Comparative Economic Value and Technology Type." *Technological Forecasting and Social Change* 140: 328–40.

Conference: Boukis, A., and S. Magrizos. 2018. "Managing Brands in the Blockchain Era." In *Annual Macromarketing Conference, Leipzig*.

Conference (proceedings): Broeder, P., and E. Remers. 2018. "Eye Contact and Trust Online: The Effect of Profile Pictures on Airbnb Booking." In *Proceedings of the IEEE 12th International Conference on Application of Information and Communication Technologies*, 336–9. Almaty: AICT.

Report (available online): Cryptoasset Consumer Research Report. 2020. Also available at <https://www.fca.org.uk/publication/research/research-note-cryptoasset-consumer-research-2020.pdf>.

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