

MERCATI & COMPETITIVITÀ

AUTHOR INFORMATION PACK

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ISSN: 1826-7386

DESCRIPTION

Mercati & Competitività is a double-blind peer-reviewed journal, publishing research-based articles related to the most relevant aspects of marketing theory and practice.

The journal's aim is twofold: firstly to be the journal where the best Italian marketing research is published; secondly, and thanks to scientific and editorial cooperation with important marketing centers, to publish international research conducted by European, US and Far Eastern scholars. Even though it was established by a cultural and scientific association, the review aims to bridge academics and professionals. The goal is, in fact, to offer continuous updates on the changes affecting marketing approaches and techniques. 'Marketing demand' is increasing in many different market sectors (schools and universities, non-profit organizations, public institutions and so on) and this growing demand is not always matched by adequate advances in marketing competence and the professional skills on offer. Furthermore, we have to take into account that many market actors adopt a distorted and partial view of the marketing concept. Many refer to marketing as merely communication and sales activities and in so doing overlook the variety of value-adding processes that marketing can offer customers. *Mercati & Competitività* thus aims to provide cultural and scientific updates to those who, in different market contexts, want to work in marketing at a specialist and professional level.

Mercati & Competitività publishes 4 issues per year and involves at least two reviewers.

Special issues, or groups of 3 to 4 papers (under the heading of ‘Focus Section’), are published by Guest Editors.

AUDIENCE

Academic marketing researchers, professional marketing managers and students working in the international and Italian business environment in particular.

ABSTRACT AND INDEXING

Ebsco Discovery Service
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Italian Union Catalogue of Serials (ACNP)
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Submissions to the journal should be original unpublished work and should not be under review with any other journal. Papers should be submitted by clicking on the button Submit a paper, available at: <http://www.francoangeli.it/riviste/sommario.asp?IDRivista=125&lingua=en>.

At this stage, the articles should be anonymous; name(s), affiliation (university, research center, etc.), address, telephone numbers of the author(s) and further details about the article are to be inserted only in the fields provided on the OJS-FrancoAngeli Journals platform.

We only accept papers in English.

Papers should be sent together with a copyright transfer agreement, where the author(s) grant(s) and assign(s) to the Editor of the Journal during the full term of copyright (20 years under current regulation) the exclusive rights to translate, reproduce, republish, transfer, sell, distribute or otherwise use the article or parts contained therein, for publication in any format. It thus includes

electronic editions and derivative works in all languages and in all media of expression now known or later developed as well as the license or permission given to others to use the article in whole or in part free of charge or against payment.

Once the review process is closed, a new version of the article should be sent to the Editorial board and it should contain name(s) of author(s), affiliation (university, research center, etc.), address and phone numbers of the author(s). Further details about the article are to be clearly indicated as footnote in the first page, using * and ** as reference mark, while for the footnotes through the text make use of the numerical system starting over with number 1 at the beginning of each paper.

A concise and factual abstract in English is required. Do not exceed 800 strokes per each one (including spaces). Each abstract should give the salient information on the contents of the article and be expressed in the third person (Example: the authors affirm that...). All articles written in Italian must include the English translation of the title.

Immediately after the abstracts, provide a maximum of 6 keywords. Words selected should reflect the essential topics of the article and will be used for indexing purposes. Each article, including footnotes and references section, should not exceed 50000 strokes (including spaces). The insertion of tables and graphs must not exceed 3 in length folders

Section and page numbering – The first section name will be only “Introduction”. The section numbering starts on the next section. The last section name will be only “Conclusions”.

Set-up of the page and quotations - Use Roman type, Italic and Bold font. Italics should be used for foreign words that do not yet have everyday use and to stress words or short sentences. In order to emphasize sentences or quotations that are not exactly cited, make use of inverted commas (“...”); for exact quotations use guillemets («...»). At the end of the quotation provide in brackets the references to the specific pages of the source used (73-74), if these are not already specified before. Use inverted commas or apostrophes to indicate quotes within quotes. Lengthy quotations (more than 5 lines) should be separated from the text and have a blank line above and below. As they will be printed in a smaller font, it should be advisable to use it also in the manuscript. Use ellipsis dots in brackets (...) to show omission.

Font Type

Text: Times New Roman at a size 10 points, justified, single spacing, paragraph indent 0,5 cm, use automated widow control.

Title of the article: Arial, size 13, centred.

Title of the section: Arial, size 11, bold, flush left, 2 double spacing above and 1 below.

Title of subsection: Arial, size 11, flush left, 2 double spacing above and 1 below.

Page number: Times New Roman, Italic, size of the text, centered, no indent or frame.

Footnotes: placed at the bottom of the page, Times New Roman, font at size 9 points, one spacing, indent 0,5 cm, numbering sequentially to footnote 1, without references.

References: Times New Roman, font at size 9 points, one spacing, hanging indent 0, 5.

Heading and footer: Times New Roman, font at size 9 points.

Footer: on the first page of each article cite the title of the journal, the number and the year of publication (Società e storia 119, 2008).

Heading: it may include the name of the author(s) on the left pages (even), the title of the article or of the section on the right pages (odd).

References embedded in the text: cite only the last name of the author followed by one space and then the year of the first publication of the work in its original language in round brackets.

Example: Freud (1899) said that... or insert the last name of the author followed by comma, one space and the year of publication in round brackets.

Example: (Freud, 1899). Page number, if known, follows the year in brackets and does not go into the reference section.

Example: (Loewald, 1980, p. 56). If the page number refers to the original date of the work and not to the Italian translation listed in the references section, add “original edition.” (Loewald, 1980, p. 56 original edition.). If the reference section contains more than one translation, specify the year of the translation which you are referring to.

Example: (Loewald, 1980, p. 97 It. trans. 1994). If there is more than one reference to the same author(s) and year, use the year and a, b, etc. Use comma to separate references and not pages, if given, when listing a string of references of the same author(s). If there are more authors, use semicolon to separate them within the same brackets. When there are two authors, cite both last names joined by and. If there are three authors, cite them all and join the last two by and; if there are more than three authors, refer to the first one followed by *et al* in Italic. See following examples:

- Freud (1899) said that
- According to the theory of dreams (Freud, 1899)
- The principles of the cognitive therapy (Beck *et al.*, 1979) affirm that...
- Kernberg (1981, p. 35) says textually that...
- Eissler (1953) wrote that «Every introduction of a parameter incurs the danger that a resistance has been temporarily eliminated without having been properly analyzed» (p. 65).

Reference section: the complete reference list of the authors comes at the end of the article and consists of an unnumbered section sorted alphabetically according to their last name; for each author follow the year of publication of his works. If works were published in the same year use letters a, b, c. If there are two authors with the same last name (for example Melanie Klein and George S. Klein), cite them alphabetically according to the order of their first name; if the last names and the initials of their first names are the same, use their full name: first and last name and also middle initial (for example Daniel N. Stern and Donnel B. Stern). After the last name and the initial of the first name, cite the year in brackets followed by a full stop.

Example: Freud S. (1910). Avoid spaces between first name initial and middle initial.
Example Kernberg O.F.

Should a text have many authors/editors, you have to cite them all. The editor(s) name is followed by brackets with ed. or eds. Please quote only what it is contained in the article. If the publication year is different from that of the original one, cite it after the name of the publisher, otherwise it is enough to put the year in brackets at the beginning of the entry, immediately after the name of the author.

References should be written following some common examples shown below.

Volume

Author A (year) *Volume Title*. Place: Publisher name.

Beck A.T., Rush A.J., Shaw B.F. and Emery G. (1979). *Cognitive Therapy of Depression*. New York: Guilford Press (trad. it.: *Terapia cognitiva della depressione*. Torino: Boringhieri, 1987).

Editor(s) of a book

Author A (ed.) (year) *Volume Title*. Place: Publisher.

Merini A., a cura di (1977). *Psichiatria nel territorio*. Milano: Feltrinelli.

Author A, Author B (eds.) (year) *Volume Title*. Place: Publisher.

Boltanski L., Claverie E., Offenstadt N. and Van Damme S., a cura di (2007). *Affaires, scandales et grandes causes. De Socrate à Pinochet*. Paris: Stock.

Chapter in a book

Author A (year) Chapter title. In: Author B (ed.) *Volume Title*. Place: Publisher.

Liotti G. (1985). Un modello cognitivo-comportamentale dell'agorafobia. In: Guidano V.F. e Reda M.A., a cura di, *Cognitivismo e psicoterapia*. Milano: FrancoAngeli.

Beebe B. (1983). Mother-infant mutual influence and precursors of self and object representation. In: Masling J., editor, *Empirical Studies of Psychoanalytic Theories. Vol. 2*. Hillsdale, NJ: Analytic Press.

Journal article

Author A (year) Article title. *Journal*, vol: 00-00. DOI: 000000000

Ferrandes G., Mandich P. (2012). Riflessioni sulla medicina predittiva e sulla necessità di integrazione delle discipline: proposta di un modello di consulenza genetica integrata. *Psicologia della salute*, 3: 11-28. DOI: 10.3280/PDS2012-003002

Authors should indicate the DOI of all the articles in journals included in the references. Doi can be obtained at the following address: <http://search.crossref.org>. Otherwise, they may also be found on Google.

Mimeo

Author A (year) Article title. Presented at *meeting name*, location.

Benedetti G. (1988). “Intervento nel dibattito sulla relazione di John Gunderson al Convegno Internazionale *New Trends in Schizophrenia*”, Bologna, 14-17 aprile.

Website

Follow the guidelines for printed volumes and articles, adding: text available at the website...and the date

Title, abstract, keywords and references should be entered also in the fields provided on the [OJS-FrancoAngeli Journals platform](#) (Step 3 of the submission process, “Enter metadata”).

Figures, tables and graphs: they should be embedded into the text and allow further editing. Subtitles should be in Arial, font at size 9 points, Italic, flush left. Tables are in Times, at size 8-9, heading between two lines (see example)

Table 3 – Distribution in %

	<i>Men</i>	<i>Women</i>	<i>Total</i>
Abcde	48,1	44,1	46,1
Fghi	44,7	44,3	44,5
Lmno	7,2	11,6	9,4
Total	100	100	100

Punctuation

Leave one space after but not before the following punctuation marks: full stop (.), comma (,),

colon (:), semicolon (;), question mark (?), exclamation mark (!), closing guillemets (») and closing inverted commas (”);

Hyphens are used when two words modify a third word (a compound adjective).

Example: Low-income housing

or to join numbers or pages

Example: in the years 1970-80.

Hyphens do not have spaces around them.

En Dashes are used to stress a nested clause or phrase and to emphasize parenthetical expressions. They want a space before and after.

Layout of the text

Each article should be in A4 size (to select A4, click Page Setup on the File menu). The text has to be set up according to the following features.

- Top margin cm 5,5
- Bottom margin cm 6,2
- Left margin cm 4,6
- Right margin cm 4,6
- Heading cm 4,3
- Footer cm 5,3
- Gutter 0

The text is therefore 11,8 cm wide and 18,5 high. The page number is centered at 0, 8 cm starting from the foot of the last line.

For further information:

Editorial Staff: rivista@simktg.it; mob. 3420574686.

BEFORE YOU BEGIN

PUBLICATION ETHICS AND PUBLICATION MALPRACTICE STATEMENT

The mission of FrancoAngeli is to promote learning, knowledge and research. In order to pursue this aim, the publishing house requires accuracy, but adopts a neutral stance on the topics debated in the articles published in its journals.

In addition to the publisher, many other subjects are involved in the publishing process, each of them playing a vital role. It follows, therefore, that all of them – authors, editors-in-chief, board members, reviewers, owners – must comply with ethical standards at every stage of the process.

FrancoAngeli undertakes to defend the rules of ethical behavior in every stage of the process by adopting and promoting the standards set by COPE in the [Code of Conduct and Best Practice Guidelines for Journal Editors](#).

Below is a summary of our commitment and of all the duties expected from editors-in-chief, editorial board members, peer-reviewers and authors.

Decision to publish and publisher's duties

FrancoAngeli's decision to publish a journal is exclusively based on its publishing policy. If required, every source of funding is declared.

The publisher demands the adoption of international best practices, overseeing their application. The publisher accepts only original papers drawn up in compliance with copyright law, meeting high standards of writing and editing quality and not under review for publication elsewhere. Moreover, FrancoAngeli promotes and oversees the use of peer review as a method of selection, providing a platform for tracking the review process. The publisher enhances the independent scientific research and condemns the violation of copyright and plagiarism. It requires and promotes original papers based on rigorous data, even providing, when necessary, rectification or the withdrawal of the printed issue.

Finally, the publisher is open to all forms of promotion of culture and research, including Open Access.

Editor-in-chief's and editorial board members' duties

The editorial board members of the Journal (editor-in-chief and co-editors) are responsible for deciding which of the articles submitted to the Journal should be published. The editorial board is guided by the policies of the Journal's publisher and constrained by such legal requirements as shall then be in force regarding defamation, copyright infringement and plagiarism. The editorial board seeks the support of at least two members of the scientific advisory board or other reviewers in making this decision, according to a double-blind peer review procedure.

An editor, at any time, must be evaluating manuscripts for their intellectual content without regard to race, gender, sexual orientation, religious belief, ethnic origin, citizenship, as well as scientific, academic, or political orientation of the authors.

In case of sponsored issues, the review of the papers will be based solely on the scientific value of the contents.

The editors and any editorial staff must not disclose any information about a submitted manuscript to anyone other than the corresponding author, reviewers, potential reviewers, other editorial advisers, and the publisher, as appropriate. Unpublished materials disclosed in a submitted manuscript must not be used in an editors' own research without the expressed written consent of the author. When the editorial board is notified or discovers a significant problem regarding errors/inaccuracy, undisclosed conflict of interest, plagiarism, in a published article, the editorial board will promptly notify the corresponding author and the publisher and will undertake the necessary actions to clarify the issue and in case of need to retract the paper or publish an Erratum, following the COPE Guidelines.

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The authors should ensure that they have written entirely original works and if the authors have used the work and/or words of others, that this has been appropriately cited or quoted. Proper acknowledgment of the work of others must always be given. Authors should cite publications that have been influential in determining the nature of the reported work.

Authors of reports of original research should present an accurate account of the work performed as well as an objective discussion of its significance. Underlying data should be represented accurately in the paper. A paper should contain sufficient detail and references to permit others to replicate the work. Fraudulent or knowingly inaccurate statements constitute unethical behavior and are unacceptable.

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The corresponding author should ensure that all appropriate co-authors and no inappropriate co-authors are included on the paper and that all co-authors have seen and approved the final version of the paper, having agreed to its submission for publication. All authors should disclose in their manuscript any financial or other substantive conflicts of interest that might be construed to influence the results or interpretation of their manuscript. All sources of financial support for the project should be disclosed. When an author discovers a significant error or inaccuracy in his/her own published work, it is the author's obligation to promptly notify the journal editor or publisher and cooperate with the editor to retract or correct the paper.

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Conflict of interest exists when an author (or his/her institution), referee, or editor have financial or personal relationships that inappropriately influence (bias) their actions. The potential for conflict of interest can exist whether or not an individual believes that the relationship affects his or her scientific judgment.

The editors' duty is to handle in the best possible way any conflict of interest (for example with the peer review process based on double-blind referees' review system), and authors may be requested to sign a specific statement. (...)