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0. CiteScore

CiteScore 2017: 0.45

SCImago Journal Rank (SJR) 2017: 0.169

Source Normalized Impact per Paper (SNIP) 2017: 0.436

1. Editorial focus

Management & Marketing. Challenges for the Knowledge Society is the official journal of the Society for Business Excellence (www.bizexcellence.ro), a professional association of Romanian scholars interested in contributing to the advancement of the fields of management and marketing. Founded in 2006 by two prominent Romanian professors, Prof. Dr. Constantin Brătianu and Prof. Dr. Nicolae Al. Pop, the journal is now published under the aegis of De Gruyter.

The themes of interest for the journal are the following:

- Business management
- Strategic management
- Supply-chain management
- Change management
- Entrepreneurship
- Innovation management
- Intellectual capital
- Knowledge management
- Human resources management
- Online marketing
- International marketing
- Strategic marketing
- Social economy
- International business
- Customer relationship management
- Business education

The articles we publish are those that contribute to the scientific development of the fields, challenging the conventional wisdom in management and marketing, or those that present empirical or design-based research results in business. Also, we welcome papers that present literature reviews, and papers that bring fresh perspectives on old topics.

The four types of manuscripts that the journal accepts, along with the requirements for each specific type, are presented in the table below:

	Types of manuscripts				
	Perspectives			Articles	
	Conceptual papers	Book reviews	Viewpoints	Literature reviews	Research
Description	These papers will not be based on research but will develop and provide arguments in favor of certain hypotheses. These articles extend current thought in a new direction, pose new questions, or propose a new paradigm. The criteria against which the manuscripts will be assessed are: creativity, coherence, logical argumentation, and the degree to which they can inspire other research.	Any book related to management and marketing can be subject to a book review, but we encourage authors to focus either on new releases or older publications that are relevant for contemporary matters. We do not accept reviews of “self-help” or “how to” books. Reviews should present a characterization of the central theme of the book a description of the structure and contents of the book (avoid summarizing the book), a balanced appraisal of the book.	These papers may address virtually any important topic in management and marketing which is of current interest and stimulates a thought-provoking discussion. We welcome the presentation of new hypothesis and controversial views. Viewpoints follow the structure of essays, without chapters or abstract.	These papers provide a synthesis of a topic within management or marketing. We invite narrative reviews, quantitative systematic reviews (meta-analyses) and qualitative systematic reviews. The purpose of a literature review is to objectively report the current knowledge on a topic and base this summary on previously published research.	These papers present the findings of qualitative or quantitative original research.
Word count	3,000 – 5,000	500 - 1,000	2,000 - 4,000	5,000-7,000	6,000-8,000
No. of references	15 - 30	-	10-20	>50	>30
Max. no. of authors	2	1	2	3	4
Abstract required	yes	no	no	yes	yes
Peer-review	yes	no*	no*	yes	yes

* They are not subjected to peer-review, and acceptance is based solely on whether the editors think the opinion is worth airing and the case is cogently made.

2. Open access and publication fees

The journal *Management & Marketing. Challenges for the Knowledge Society* is an open access publication acknowledged as such by the [Sherpa/RoMEO](#) service platform.

The non-commercial use of the article published in the journal *Management & Marketing. Challenges for the Knowledge Society* is governed by the Creative Commons Attribution-NonCommercial-NoDerivs license as currently displayed on creativecommons.org/licenses/by-nc-nd/3.0. In case of commercial use, the authors have to grant the journal the license for such a use in any form, in any language, for the full term of copyright, effective upon acceptance for publication.

Management & Marketing. Challenges for the Knowledge Society does not require any fees for manuscript submission, **though it requires a processing fee** in case the manuscript is accepted for publication (the fee is **200 euro**, regardless the type of manuscript). All other costs are being supported by the Society for Business Excellence. The fees should be paid to the following banking accounts:

Transfer information:

Name of the non-profit entity: *Society for Business Excellence/ Societatea pentru Excelență în Afaceri*
Fiscal code of the entity: 25635440

Bank account in RON: RO69RZBR0000 0600 11875443

Bank account in EUR: RO58RZBR0000060018290639

Raiffeisen Bank, Dorobanti

SWIFT RZBR ROBU

Address: Calea Dorobanti 134, Sector 1

More details for payment are available on the website: <http://www.bizexcellence.ro/management-marketing-journal/>. The evidence of payment should be sent to the address: office@managementmarketing.ro.

3. Publication timeline

The editors of the journal accept manuscript submissions all year round, and the four yearly issues appear according to the following schedule:

1st issue – March

2nd issue – June

3rd issue – September

4th issue – December

Authors should be aware that, most of the times, a single manuscript passes through two peer-review processes separated by a period necessary for improving the content, which can translate into 4-8 months before obtaining a final answer, and the paper can enter publication during a time span of 4-12 months.

4. Overview of the editorial process

Book reviews and viewpoints are not subject to peer-review, they are assessed by the editorial team in accordance to the description found in Table 1. Grounds for immediate dismissal of a book review/viewpoint are:

1. Improper use of the English language (grammar, syntax, vocabulary).
2. The subject matter is not within the focus of the journal.
3. The manuscript does not present a balanced approach of the subject matter.
4. The manuscript does not have the required word length or the required number of references, if that is the case.
5. The manuscript is not creative or stimulating enough for the readership of the journal *Management & Marketing. Challenges for the Knowledge Society*.

The other types of manuscripts (conceptual papers, research articles and literature reviews) go through the double blind peer-review process described below.

The article is **uploaded on the online platform of the journal**. Each submission is acknowledged by one of the members of the editorial team and then the **pre-selection** begins. At this stage, the members of the editorial team choose to either reject the article directly or to send it to the reviewers for a thorough review process. The **grounds for immediate dismissal** (desk rejection) of a manuscript are the following:

1. The standard of English is not considered to be good enough for publication in the journal *Management & Marketing. Challenges for the Knowledge Society*. If English is not the first language of the authors they should make sure the paper is proofread by a professional or a native speaker.
2. The length of the manuscript is not inside the interval provided above. We accept articles that have a lower or higher word count if they bring an actual contribution to the field (same rule applies to number of authors).
3. The manuscript does not fit with the scope of the journal or does not follow rigorously the author's guidelines and paper template (See *Authors' Resources*).
4. The abstract is not written in accordance with the rules explicitly stated on the journal's website (See *Authors' Resources*).
5. The manuscript does not employ a strong research methodology.
6. The data presented in the article are outdated (either the bibliography is not up-to-date or the research materials are too old).
7. There are not enough references, or the references are too local, too old or too focused on a certain perspective and do not present a balanced, current view of the state of research.

Also, if there are clear suspicions of fraud, the article will be rejected without the possibility of being resubmitted. By fraud we understand that portions or the whole text has been published elsewhere, that there are instances of plagiarism or that the data is suspected to have been faked.

Each author receives notice of the final decision made by the editorial team which can be of two kinds: a) decision to include the article in the review process or b) decision to reject the article followed by the list of reasons that have led to that decision. Authors whose articles have been rejected for reasons other than fraud can choose to resubmit their work for a second time. If after the second time the article is still not considered a good fit for the *Management & Marketing. Challenges for the Knowledge Society* journal, then the author is prohibited from resubmitting the work again.

If the article passes this pre-selection then it is sent for **double-blind-peer-review** to two or three professionals with experience in the field. This stage lasts between one to three months depending on the complexity of the article and the availability of experts in the field. The final decision of the peer-review process can be of three kinds:

- **Accepted (with no or minor changes)** – This decision signals that the article in its present form, with minor modifications, is suitable for publication. The authors received the decision followed by the suggestions of the peer reviewers and their submission, after alterations, will step on to the next stage.
- **Rewrite and resubmit** – Most of the articles submitted to *Management & Marketing. Challenges for the Knowledge Society* fall in this category. These are articles which show promise, but they need further work. Thus, each reviewer sends his or her recommendations and the authors are encouraged to rewrite their articles and start the process of submission once again. The articles that are resubmitted will undergo the editorial process from beginning and they will be subjected to peer-review by the same reviewers (if they express their wish to do so) or by different reviewers. An article can be rewritten and resubmitted two times. If by the end of the second try the article is still not considered suitable for publication, the authors will be prohibited from resubmitting their work again.
- **Rejected** – This decision signals that there are major concerns over the quality of the scientific materials presented in the paper and that the reviewers consider there is no chance in improving the

article in such a way as to become a suitable candidate for publication in the journal *Management & Marketing. Challenges for the Knowledge Society*. Examples of problems that can lead to this type of decision: serious methodological issues, lack of clear contributions to the advancement of the field, lack of ability to interpret the research results in a scientifically fruitful way, etc. This decision is accompanied by a list of reasons which have led to the rejection of the article submitted by each reviewer.

Publication – After formatting, all articles set to be included in the following issue will appear online according to the publication schedule.

5. Indexing and abstracting

The journal is listed in the following databases:

- Baidu Scholar
- Cabell's Directory
- CEEOL - Central and Eastern European Online Library
- CEJSH (The Central European Journal of Social Sciences and Humanities)
- Celdes
- **Clarivate Analytics - Emerging Sources Citation Index**
- **Clarivate Analytics - Web of Science**
- CNKI Scholar (China National Knowledge Infrastructure)
- CNPIEC
- DOAJ (Directory of Open Access Journals)
- EBSCO (relevant databases)
- EBSCO Discovery Service
- EconBiz
- ECONIS
- Elsevier - SCOPUS
- ERIH PLUS (European Reference Index for the Humanities and Social Sciences)
- Google Scholar
- Index Copernicus
- J-Gate
- JournalGuide
- JournalTOCs
- KESLI-NDSL (Korean National Discovery for Science Leaders)
- Naviga (Softweco)
- Primo Central (ExLibris)
- ProQuest (relevant databases)
- Publons
- ReadCube
- Research Papers in Economics (RePEc)
- Summon (Serials Solutions/ProQuest)
- TDNet
- TEMA Technik und Management
- Ulrich's Periodicals Directory/ulrichsweb
- WanFang Data
- WorldCat (OCLC)

According to the Romanian National Council of Scientific Research, the journal is ranked as B.

6. Formatting your manuscript

Formatting – Before publication, all articles undergo a formatting stage in which their format is made compatible to the requirements of the journal *Management & Marketing. Challenges for the Knowledge Society*. All authors are asked to comply with the requirements before submitting their articles, but all accepted articles still require minor alterations in format and style. Once the editorial team agrees on the final version, a final copy of the article will be sent to the authors for approval and then will be sent to the Publishing House to ensure the online publication. **After that moment, the papers cannot be altered in any way.**

For further details, please see Authors' instructions available on the website.

7. Submitting your manuscript

Authors should submit their manuscript in an MSWord format, adapted for the Windows operating system and DOC or RTF file to the Editor via the online platform available at <https://content.sciendo.com/view/journals/mmcks/mmcks-overview.xml>, under the Submit tab, by filling in all the required information. No hard copies are required.

Do not submit a paper which has been previously published or is simultaneously being submitted elsewhere.

8. Authors' resources

Please see Authors' instructions and Supplementary information available on the website.