

# **SBS Journal of Applied Business Research Submission Guidelines**

## 1. Guidance for the Author

### **General Guidance**

- The manuscript must be clear, concise, complete, with precise logic and honestly appraised.
- The manuscript must be submitted electronically in, .doc or .docx format, in A4 size format, with a word count, not exceeding 10,000 words (excluding titles, abstract figures, equations, and diagrams).
- The manuscript may not have been previously published (in English), or being considered for publication by another publisher.
- The manuscript should include the following: (1) Title, (2) Abstract, (3) Text, (4) References and notes, (5) Tables, (6) Figure captions, and (7) Figures.
- The manuscript should exclude the following: (1) The author('s) name(s), (2) The author('s) biographical notes, and (3) Any additional acknowledgements.
- On a separate document, please send electronically, with the manuscript, the following:
  1. The Title of the paper
  2. Names of all authors with affiliation
  3. Contact details of all authors including email, telephone, and fax (if available).
  4. The abstract with keywords
- All papers must be written in English
- The manuscript should be written as a continuous expository narrative, in chapter or article style. The form, style, and tone should be relatively formal.
- The manuscript must contain less than 31% of published textual material by the same author(s). These instances must be cited and referenced.
- The author is responsible for the validity and accuracy of all textual material in the submission, including references, citations, diagrams, charts, tables, quotations, maps, figures, etc.
- Where necessary the metric system of measurement is to be applied in the manuscript.
- Acronyms should be translated, in full, into English.

### **International Context**

- It should not be assumed that the reader is familiar with specific national institutions or corporations. Authors are encouraged to approach their chosen topic with an international perspective.
- Countries and groupings of countries should be referred to by their full title (for example, 'China', 'Europe' and 'America' are all ambiguous).

## 2. Manuscript Submission

All manuscripts should be submitted, electronically, in .doc or .docx format to [editor@sbs.edu](mailto:editor@sbs.edu). All submittals will be acknowledged within 10 working days. If you do not receive an acknowledgement, please send again or inquire to assure your manuscript has been received.

The manuscript should be thoroughly checked and proofread before submission, both by the author and a critical editorial friend. After you have submitted your manuscript, you are unable to make any changes to it during the peer review process. However, if your paper is accepted, you will have a chance to make minor revisions after peer review and before the final submission of your work.

The Publication Agreement (Appendix 1) must be signed by the author prior to publication. It is recommended that the author submit a signed, scanned copy of the Publication Agreement, as a separate document, with the submission of the manuscript.

### **Title, Abstract, Keywords, Addresses, and Biographical Notes**

- The Title must be less than 26 words (i.e. 25 words or less)
- The Abstract should be less than 200 words and fit on one A4 page
- Please include approximately 10 or 15 Keywords
- Contact information for each Author should include the following: (1) Position, (2) Department, (3) Institution, (4) Full postal address, and (5) email address
- Ensure that all author identification (names and affiliations) has been removed from the main body of text.

### **References and Citations**

- Use APA (Name, date) short reference system for in-text citation with a full, detailed, alphabetized Reference List at the end of the paper.
- Full APA reference must include, where relevant and appropriate, the following: all authors' names and initials, date of publication, title of paper, title of publication (*italics*), volume and issue number (of a journal), publisher and form (books, conference proceedings), and page numbers.
- Foot notes are to be avoided
- References should be made for published work (as opposed to works submitted for or pending publication), or available through libraries, institutions, or reputable online academic databases. Any other source should be qualified by a note regarding availability.

### **Figures, Illustrations and Diagrams**

- All illustrations, whether diagrams or photographs are referred to as *Figures*, and should be black and white, sequentially numbered.

### 3. Editorial Check

All papers are refereed through a double blind peer review process. Approved papers will be published in SBS Swiss Business School Journal of Applied Business Research (SBS JABR).

The peer review process for publication in the journal is a rigorous measure of the quality of content. Authors are expected to revise to the standards required of the more negative of the reviews they receive. For instance, if one reviewer recommends 'resubmit with major revisions' and another 'resubmit with minor revisions', the author is expected to resubmit with major revisions.

Furthermore, some articles may have excellent content, but may be poorly expressed in English—in the case, for instance, of authors whose first language is not English. When we receive a negative response from a peer reviewer to "Quality of Communication," we may request a complete rewrite regardless of the overall score.

All changes need to be within the bounds of reasonable revision (rather than writing a substantially different article). If a referee has recommended revisions, we suggest that you take their comments seriously and address their concerns as best as you can.

It is important that you thoroughly proofread and edit the final version of your article. Following is our recommended checklist to assist you in submitting the final version of your article:

- Check spelling and punctuation line by line.
- Check names of authors and editors in the reference list and cross-check with citations within the body your article.
- Check the accuracy of citations, quotations, tables and captions to diagrams, illustrations and maps.
- Please provide tables using the Microsoft Word table menu.
- Please refrain from using Word Drawing objects. Figures should be in JPEG or PNG format only.
- Please use Times New Roman throughout your article, including tables and figure captions.

#### **Resubmission Policy**

If your article has been rejected, we will allow a maximum of ONE further resubmission until TWO months prior to the anticipated publication date.

### 4. Peer Reviewer Guidance

Peer reviewers are requested to observe the following guidelines:

**1. Feedback:** The main focus of your report should be constructive comments that will assist the author as they rewrite their article. Your suggestions and feedback are valuable, even for the very best of articles and when you recommend publication. In the case that articles you are recommending should be rejected, it is particularly important that you make suggestions about how this article might be rewritten or a different kind of article addressing similar themes might be

written for resubmission to this or a different journal. All comments should be constructively directed, advising the author of next steps.

**2. Expertise:** Articles are not always sent to a reviewer whose field is identical to the subject matter of that article. You don't have to be precisely qualified in a field to be a constructive reviewer. In fact, an excellent article will speak beyond its narrowly defined field. If, however, an article is so distant from your field that you do not feel qualified to judge its merits, please notify the Editor-in-Chief for the journal, who will locate another reviewer.

**3. Confidentiality:** Reviewers receive unpublished work, which must be treated as confidential until published. They should destroy all electronic or printed copies of the draft article and review report only after they have received confirmation that their reports have been received by the Editor-in-Chief (in case we can't open the report files you send us). Reviewers must not disclose to others which articles they have reviewed; nor are they to share those articles with any other person until published, and then only in the final published version.

**4. Conflict of Interest:** Reviewers must declare conflicts of interest or any other factor which may affect the independence of their review—when for instance, they know the identity of the author or where they have received an article representing a position they oppose vehemently. In cases of conflict of interest, please notify the Editor-in-Chief of your inability to review a particular article.

**5. Intellectual Merit:** An article must be judged on its intellectual merits alone. Personal criticism or criticism based solely on the political or social views of the reviewer, is not acceptable. Critical or negative judgments must be fully supported by detailed reference to evidence from the article under review or other relevant sources.

**6. Plagiarism and Copyright:** If a reviewer considers that an article may contain plagiarized material or that it might breach another party's copyright, they should notify the publishing department for the journal, providing the relevant links or references to support their claim.

**7. Deadline:** Reviewers are asked to return their reports within two weeks. This assists us to provide rapid feedback to the author. If you are unable to meet this deadline, please contact us immediately on receipt of the article for review.

## 5. Recommendation

Upon the decision of the reviewer(s), a recommendation will be made

- Publish / Accept
- Publish after changes have been implemented / Accept with changes
- Do not publish / Reject

The decision of the reviewer(s) will be communicated to the author within 3 months of the date of publication at the latest.

## 6. Publication Agreement

Upon the decision to publish, the author will be requested to sign the Publication Agreement, allowing SBS Swiss Business School to publish the article. A copy of the Publication Agreement is available in Appendix 1.

## 7. Formatting

The manuscript should be formatted according to the following guidance

- Font: 12pt Times New Roman, Double Spaced
- Margins: 2.5 cm from Top, Bottom and Sides
- Flush Left edge, Ragged right edge
- Images should be clear, legible and not distorted
- Figures must be labeled and, if necessary, referenced
- Text color must be black (i.e. no colorful text). For emphasis the author may underline or italicize with moderation

## 8. Publication

The author will be informed of the date of publication and the availability of SBS Journal of Applied Business Research by email.