

SBS JOURNAL SUBMISSION PROCESS

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. 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 Publisher 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 Publisher 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. Contract

Upon the decision to publish, the author will be requested to sign a contract, allowing SBS Swiss Business School to publish the article. A copy of the contract 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.

Appendix 1: Publication Agreement

i. SBS JABR WILL PUBLISH THIS WORK

This agreement is between the author(s) of the submitted work and SBS JABR. SBS JABR will publish this work in print and electronic formats, separately and/or in a collection of other papers/chapters subject to review on submission. SBS JABR will provide the author with an electronic copy of the work once it is published.

ii. COPYRIGHT IS THE AUTHOR'S

Copyright will be attributed to the author(s). The author(s) are granting SBS JABR an exclusive international license to publish the work in all formats. The author(s) may make complimentary electronic or printed copies of the work for classes that they teach. They may also include all or part of the work in any commercial or non-commercial book that they author or edit themselves. In each case, the work must be accompanied by a full citation and a notice that readers must contact SBS JABR for permission to reproduce. Author(s) may post a copy of the non-typeset version of the work on their website or submit it for inclusion in their organization or institutional repository. To post the final typeset version of the work online or submit it to a repository, the author(s) must contact SBS JABR for permission.

iii. THERE IS NO UNLAWFUL MATERIAL

The author(s) assure the publisher that the material contained in the work is not defamatory, unlawful, obscene, invasive of another person's privacy, hateful, racially or ethnically objectionable, abusive, threatening, harmful or in contempt of court, and undertake to indemnify SBS JABR against any claims which may be made in situations where material is considered to be any of these things, or has any of these effects.

iv. THERE IS NO INFRINGEMENT OF THE COPYRIGHT OF OTHERS

The author(s) assure SBS JABR that the work is based entirely on original material, that it does not infringe anybody else's copyright, and that the author(s) have the right to license copyright to SBS JABR. In the case of copyrighted material, such as the use of quotes or images beyond what is legally considered "fair use," the author(s) and/or editor(s) will undertake to arrange permissions, and place all documentation supporting their claim that these permissions have been secured. These permissions must also be credited within the work itself. The author(s) agree to indemnify SBS JABR against any claims as a result of breach of the copyright of others.

v. QUALITY OF THE SUBMITTED TEXT

SBS JABR will publish the final work only after peer review of a completed draft manuscript. The reviewers may require an author to rewrite or they may recommend that a work is unsuitable for publication. In these circumstances, SBS JABR may require the work to be rewritten or reject the work for publication. The author is responsible for the quality of the text. On final

submission, SBS JABR may recommend rewriting or copy editing by a professional editor—this will be the author’s responsibility.

vi. THE AUTHOR(S) AGREE TO PUBLICATION

By submitting their work for review and then resubmitting the final work for publication, the principal author (the person who has submitted the work in its original or revised form) will accept the terms and conditions of this agreement. In the case of multiple authorship, the principal author guarantees SBS JABR that they have provided the other authors with a copy of the text for their checking, and that they have all agreed to the terms of this agreement.