

Journal of International Marketing Strategy

(JIMS)

CALL FOR PAPERS For inaugural issue

Mission: The core mission of this International Marketing Strategy Journal is to enhance, as well as and provide a channel to facilitate exchange of scholarly information between academics of International Marketing and businesses, government, policy makers, and other concerned educators. Further the objective is to encourage and foster research activities and cooperate and collaborate with government, businesses and academics to advance the cause of International Marketing as a discipline.

The Purpose: The recent global economic crisis that spread throughout the world has posed some serious challenges to all and especially to academicians and practitioners in the area of International marketing. The benefit of globalization is now being questioned daily from all sectors. Many are advocating and taking actions for protectionism. However, we also know that, our world of today is also very much interconnected through a complex web of product, capital, labor, and information. We also know that there is no way of going back to the old days of protectionism and undo the progress that have been already made. At this time there are emerging economies and developing regions in the world that are shaping and influencing our world economy in a manner that is unprecedented. The question remains; are we in the marketing academia willing to tackle this new problem and offer and assist the businesses, government policy makers, and managers with new marketing strategies to not only deal with the current problem but to move ahead to more prosperity and for progress for all? The Journal of International Marketing Strategy will give the channel to provide some of these answers.

The topics for this special issue will focus on areas such as when to reformulate international marketing strategy in view of the fast changing global markets, analysis of various international corporate marketing strategies and measuring their strengths and weaknesses, determination of what international marketing strategy can really accomplish in global markets, developing new emphasis on global marketing strategy, and other similar but not limited to these topics.

Journal of International Marketing Strategy (JIMS) published by **Modern Technology & Management Institute (MTMI)**, a non-profit organization, USA is a refereed journal with an international editorial board and expected international

audience. The members on the board are associated with institutions in various countries.

The **aim** of IJMS is to provide steady stream of new ideas, concepts and strategies in the International Marketing area which will further contribute and advance the practice as well as understanding of International Marketing Strategy. It is an interdisciplinary journal directed towards academicians, policy makers, government, non-government organizations, and business practitioners of global firms. Conceptual and empirical studies with particular themes are welcomed.

Only original articles must be submitted to this journal. Please include in the submission letter a statement indicating that the paper is the author(s)'s original work, that neither this paper nor a version of it has been published elsewhere nor is being considered for publication elsewhere. The International Journal of Marketing Strategy (IJMS), the editors, editorial and advisory board members, and the MTMI are not responsible for the views expressed by authors in the International Journal of Marketing Strategy (IJMS).

Manuscript might address any topic related to business management or related discipline. Submission might address, but are not limited to the **following areas**:

- International Business, Global Competitiveness
- Strategic Marketing, International Marketing
- Marketing and Innovation, New Product Introduction
- Strategic Marketing for Services, International Commerce and Trade,
- Scope and definitions of International Marketing Strategy,
- The marketing strategies, failures and successes in the past and present.
- Use of branding techniques and strategies in International area
- Consumption perspectives and prospects
- How non-governmental organizations, including corporations, utilize marketing techniques.
- Consumption perspectives and prospects in post-modernity
- The role of Pricing, Promotion, and Distribution in the International Marketing

Completed paper must follow the following guidelines:

Copyright: Copyright ownership of your manuscript must be transferred to the MTMI, before we can begin the peer-review process. The Editor's letter acknowledging the receipt of the manuscript will be accompanied a form, which has to be signed by the all authors and returned to the Editor as soon as possible. Failure to return copyright form in a timely fashion will result in delay in review and subsequent publication.

I. Typing: All manuscript must

- be written in English; align text to both the left and right margins.
- fit on 8.5" x11" sheets in Times New Roman 10 point font,
- not exceed 12 single spaced pages (including references and abstract),
- justify style in MS Word.
- use APA citation model with a list of references, if any, at the end of the manuscript.
- not include page numbers or footnote.
- have left margin (1.5-inch) and other three margins (1" each)

- be checked for spelling and grammar.

II. First Page: Manuscript title, not exceeding two lines, must be **CAPITALIZED in 14 POINT FONT AND CENTERED IN BOLD LETTERS**. Author's name and university/organizational affiliation of each author must be printed on one line each. Do NOT include titles such as, Dr. Professor, Ph.D., department, address, email address etc.

III. Author(s): Author information should immediately follow the title and be single-spaced, centered, bolded, and utilize a 10 point Times New Roman font. Information for each author should be presented on a single and separate line that includes: First Name, Last Name, Institution, Country, and email.

IV. Abstract: Begin your manuscript with a short abstract, providing an overview of your research objectives, methodology, findings, etc. The title abstract should serve as a heading that is left flushed and triple-spaced below the last author's name, affiliation, country, and e-mail. Please print the word "**ABSTRACT**" in capitalized bold letters, left justified, and single-spaced from last author's name/affiliation. Abstract should be in italic. Abstract should not exceed 100 words and should be a review of the paper and not a repetition of the conclusion. Do not put reference citations in the abstract.

V. Headings: Heading should be short, left justified, capitalized, bolded, and utilize a 10 point Times New Roman font. *JIMS will* use only three levels of headings. Main headings designate your major sections. Center main headings and use all capitals. Second-level headings should be flush with the left margin, and only the first letter of major words should be capitalized. Third-level headings should be indented and italicized; begin the first word with a capital, end the heading with a period, and then continue with your text. Do not use a fourth level of headings.

VI. Text/ Body: 10 point Times New Roman, no indentions. Paragraphs begin at left margin and are justified.

VII. Spacing: All text should be single-spaced, with a double space between paragraphs.

VIII. Tables and Figures: All tables, figures or charts must be inserted in the body of the manuscripts within the margins with headings/titles in centered **CAPITALIZED BOLD** letters. All tables, figures or charts must be photo reproducible. Tables and figures should be placed close to where they are cited, and should be high quality and camera-ready. They should be centered and have proper numbering, headings and other notations. Symbols or parts of a figure that cannot be typed should be carefully using black ink.

IX. References and Bibliography: The style guidelines for references and bibliographies must follow the publications manual of the American Psychological Association (APA). All references listed in this section must be cited in the manuscript and vice-versa. The reference citations in the text must be inserted in parentheses within sentences with author name followed by a comma and year of publication. **Please follow the following formats:**

Journal bodytexts

Author. (Date). Title of bodytext - lowercase. Title of Journal - italicized, volume (number), pages.

Augustine, N. R. (1995). Managing the Crisis you tried to prevent. Harvard Business Review, 73(6), 147-158.

Chapter in Book

Author. (Date). Title of chapter - lowercase. In editor's name(s) (Ed.), Title of book - italicized and lowercase (pp. 000-000). City: Publisher.

Hartley, J. T., Harker, J. O., & Walsh, D. A. (1980). Contemporary issues and new directions in adult development. In L. W. Poon (Ed.), Aging in the 1980's (pp. 234-278). Washington, DC: American Psychological Association.

Entire Book

Author or Editor in Chief. (Date). Title of book - italicized. City: Publisher.
Bernstein, T. M. (1965). The careful writer: a modern guide to English usage. New York: Atheneum.

Letheridge, S., & Cannon, C. R. (Eds.). (1980). Bilingual education: teaching English as a second language. New York: Praeger.

Internet bodytexts or abstracts based on a print source

Author. (Date). Title of article or abstract - lowercase [Electronic version]. Title of print source - Italicized and lowercase, volume (number), pages.

Smith, R. (1998). TQM in Australian manufacturing businesses [Electronic version]/ Quality Journal, 5, 117-123.

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Author. (Date). Title of article or abstract - lowercase. Title of journal - italicized, volume (number), article number. Retrieved {Date of access} from {URL}.

Frederickson, B. L. (2000, March 7). Cultivating positive emotions to optimize health and well-being. Prevention & Treatment, 3, Article (or Abstract) 0001a. Retrieved November 20, 2000 from, <http://www.preventiontreatment.com/frederickson.html>.

Report from an organization on its web site

Organization name. (Date or n.d.). Title of report - italicized. Retrieved {Date} from {URL}.

Canarie, Inc. (1997, September 27 or n.d. if no date is available). Towards a Canadian health IWAY: Vision, opportunities and future steps. Retrieved November 8, 2000, from <http://www.canada.org/iway.html>.

Author Profile(s):

At the end of manuscript, include author profile(s), not exceeding **five** lines of each author, including name, highest degree/university/year, current position/university, and major achievements.

Submission:

Authors are advised to limit each submission to 12 single-spaced typewritten pages including tables and figures. Submit your paper via email to expedite the review. Each paper will be at least double blind refereed.

The Editors of the Journal of International Marketing Strategy are extremely pleased to invite you to submit your papers for the **FIRST ISSUE** of this Journal. This is a fully refereed academic Journal. **The expected date of publication of the Journal is around Summer of 2012. The deadline for submission of papers is SUNDAY January 15th 2012. We encourage you to submit your papers as soon as possible.**

PLEASE SUBMIT YOUR PAPER ELECTRONICALLY TO:

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