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INSTRUCTIONS TO AUTHORS

„Economy and Market Communication Review –

Časopis za ekonomiju i tržišne komunikacije“

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The scientific international journal „Economy and Market Communication Review – Časopis za ekonomiju i tržišne komunikacije“ - journal for economy and market communication (ISSN 2232-8823 print; 2232-9633 online) was launched in 2011.

Economy, sustainable economic and social development, as well as market communication is at the heart of contemporary societies' interests. The SEE Region Journal publishes scientific and professional papers covering a wide range of topics available in the fields of global economy, business economics, social development, markets and competition, consumers, media and business communications, new technology, management, marketing, all in favour of improving existing knowledge, stimulating discussion and reflection on contemporary topics in these areas. The journal focuses on these topics from the perspective of different theories, policies and practices, and promotes an interdisciplinary approach.

The journal for economy and market communication (EMC Review) is an international peer-reviewed, open approach (OA) journal dedicated to the highest professional and ethical standards, including zero tolerance for plagiarism culture and other unacceptable forms of activity.

The journal is published twice a year (in June and December). The deadline for submitting papers for June is March 30th and 30th August for December edition. They can be submitted to the following email address: redakcija@emc-review.com. The paper must not be under review and/ or published by another journal. When submitting your paper, you must indicate the author who will be in charge of correspondence at all stages of the review and publication processes, as well as his/her contact details (telephone numbers, email and full postal address). In one paper can only participate three authors at most.

The manuscripts are sent to the journal redaction and are published in languages of the people of Bosnia and Herzegovina or English, in Latin script. In order for a paper to be published, it must be fully in line with the Instructions to Authors and must be positively reviewed by at least two independent anonymous reviewers (Instructions to Reviewers).

Authors must respect the scientific methodology when writing their papers. All papers received are forwarded to the members of the Editorial Board for their evaluation, as well as to the experts outside the Editorial Board in case of a specific content of the text. Following their evaluation, the editor in chief proposes to the Editorial Board decisions for further actions as follows:

- I. Which papers to reject,
- II. Which papers to return to the authors with suggestions, recommendations and remarks on how to improve their text prior to sending it for peer review,
- III. Which papers to forward for peer review.

The authors are notified of the decision of the Editorial Board via email. After their manuscript has been accepted for review, the authors must sign the Statement of Authorship and Copyright, which they then must return via email to the Editorial Board. By signing it, the authors confirm the authenticity of their article and copyright and acknowledge the reviewing process.

The papers which are forwarded for review are sent to at least two anonymous reviewers. Peer review means that reviewers are unaware of who the authors of papers are, as is the case with authors.

With this statement, the editorial board will send the invoice to the correspondent author to pay the costs of the review process. The costs of the review procedure for one paper is 100,00 €, or 200,00 KM (no matter how many authors are at paper and whether they come from the country or abroad). The paper will not be submitted for review until the author has submitted a signed statement and proof of payment of the costs of the review process.

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After the author has resubmitted the paper, it is sent to the reviewer for opinion. In situations when reviewers are not in agreement relative to their opinion on the paper's suitability for publication and/or its classification, the decision will be rendered by the Editorial Board upon a proposal by the editor in chief.

Upon the proposal by reviewers and in line with the decision by the Editorial Board, the papers are classified into four categories:

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- IV. professional paper, which contains useful contributions from and for the profession but does not necessarily represent an original research.

Upon the positive decision on publishing, and following proofreading and editing, the paper shall be submitted to the authors for their opinion and check prior to publication. The author may, upon request, be issued with an appropriate confirmation of the status of his paper. The table "Structure and Form of Paper" provides detailed instructions to authors in relation to the technical layout of the paper, as well as to its recommended structure.

Structure and form of paper

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| Cover paper | Must include the title of paper, name of author, his/her academic title, name and address of institution where the author works, position and contact details in both Bosnian/Croatian/Serbian and English (if the paper is written in languages of the people of Bosnia and Herzegovina). | |
| First page | Must include the title of paper, abstract, key words and JEL classification. | |
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| | 2. Literature overview | Literature Overview involves the overview of relevant literature in the area of the paper, with key knowledge available to date or relevant results of research conducted to date. Exceptionally, the author may include Literature Overview in the Introduction. |
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| | 4. Empirical evidence | Empirical evidence represents the documentation background to the research conducted. |
| | 5. Results and discussion | Results and discussion represent part of the paper in which results of the research conducted are explained and compared to similar research, the limits of the interpreted results are analysed, as are their significance and potential implications. |
| | 6. Conclusion | Conclusion is the final chapter of the paper. It should not be confused with the paper’s abstract. It should contain the elaboration of the original hypothesis, the evaluation of the results of research, its contribution, the overview of limitations and problems relative to research implementation, the guidelines for future research, the recommendations stemming from the results of research etc. As is the case with abstract, the Conclusion should be contained in one paragraph. |

¹ Depending on the specifics of the topic, and in agreement with the Editorial Board, the paper may be conceptualized differently.

Literature

The list of literature should be provided at the end of paper, and it should only contain those titles which are referred to by the author throughout the text. It should be provided in the alphabetical order of the last name of authors of the mentioned works with no classification per types, and data on the work must be complete, in accordance with the standards of bibliography. If several works of the same author have been published in the same year, the year should be accompanied by designations "a,b,c".

The used literature should have at least 15 sources for review scientific papers, while for all other papers there should be at least 10 sources. The bibliography should be of a recent date.

It is recommended that the authors refer to sources of papers previously published in the EMC Review (<http://www.emc-review.com>), as well as those referenced by the Institute of Science Information.

Use APA style (<http://www.apastyle.org>) to write references for text and literature references.

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Mieg, H. A., Töpfer, K. (ur.) (2013). *Institutional and Social Innovation for Sustainable Urban Development*. Oxon i New York: Routledge.

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Peter, C. (2013). *Privatization, urban fragmentation, and sustainable development*. In: *Institutional and Social Innovation for Sustainable Urban Development*, Mieg, H. A., Töpfer, K. (ur.). Oxon i New York: Routledge: 130-146.

Doctoral dissertations: last name, initials of the author. (year) Title of work, type of work and the institution where the dissertation was defended.

Hall, R. P. (2006). *Understanding and Applying the Concept of Sustainable Development to Transportation Planning and Decision-Making in the U.S.*, doktorska disertacija Massachusetts Institute of Technology,

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Giddings, B., Hopwood, B., O'Brien, G. (2002). *Environment, economy and society: fitting them together into sustainable development*. *Sustainable Development*, 10(4): 187-196.

Granger, C. W. J. (1969) *Investigating Causal Relations by Econometric Models and Cross-spectral Methods*. *Econometrica*, 37(3): 424-438.

Series of articles/official publications:

Heal, G. (2011). *Sustainability and its measurement*. NBER Working Paper 17008, National Bureau of Economic Research, Cambridge, MA. Dostupno na: <http://www.nber.org/papers/w17008.pdf>.

Papers presented at conferences:

Moylan, K. (2009). *The Future of EU Cohesion Policy and its implications for Irish Regional Policy*. Rad prezentovan na Regional Science Association International Conference, Irska, 3.9.2009. Dostupno na: http://cua.ie/gorm/publications/The_Future_of_EU_Cohesion_Policy_and_its_Implications_for_Irish_Regional_Policy_Sept%202009.pdf [13.1.2015.].

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