**Guidelines for Authors**

**I. General Information**

1. Submitting a paper to the *Journal of Service Management Research SMR* implies that the paper contains the author’s original, unpublished work and that it is not submitted for publication elsewhere (work which has so far only been published in abstract form may be submitted).

2. Manuscripts must be written in British English.

3. Authors submitting papers that do not meet the guidelines outlined below (see II.) will be requested to revise their manuscript before the review process takes place.

4. smr is interested in **Research Articles** addressing interdisciplinary research in service management. Research Articles provide a relevant and significant contribution to interdisciplinary service theory and practice. Manuscripts should not **exceed 9,000 words** including references and footnotes.

5. Submit your manuscript and corresponding file(s) to the editor in chief Martin Benkenstein via mail: martin.benkenstein@uni-rostock.de

**II. Manuscript Preparation**

1. *General format:* Use Times New Roman font, 12-point, 12 pt-spaced, and allow margins of 2.5 cm (1 inch) on all four sides (see the “sample for authors” at the homepage). Endnotes may be used. Do not insert hyphens for syllable divisions (use automatic syllable division).

2. SMR is a double-blind publication, so we must maintain the authors’ anonymity during the review process. Therefore the authors’ name should not appear anywhere in the uploaded manuscript, neither as authors nor in the references.

3. *First page:* The first page should provide (a) the manuscript title (**without author’s name**), (b) an abstract (max. 150 words), and (c) up to five keywords.

4. *Text:* The text should be clearly structured and didactically outlined: 1., 2., 2.1., 2.1.1., 2.1.2., 2.2., 3., 3.1. Subheadings are possible: use bold headings to indicate the paragraphs. Try to avoid accentuations in the text.

If the manuscript contains hypotheses, please number them consecutively. Use abbreviations in the text: *H1*, *H2*. Hypotheses have the following format (indentation .75 cm; *italics*):

*H1: The more positively consumers evaluate service encounters, the more positively consumers evaluate the service firm.*

5. *Abbreviations* such as e. g., et al. have a protected blank (caps lock key + Ctrl + space bar). The same applies for % and § signs but not for algebraic [sign](http://dict.leo.org/ende?lp=ende&p=thMx..&search=sign)s or „/“.

6. *Tables:* Tables are numbered consecutively in accordance with their appearance in the text. Each table has a title below it, which should be centred. The word “Table” (abbreviated as “*Tab*.” in the text) and the corresponding number should appear in *italics* in the legend and references within the text (e. g., “*Tab. 5*”). Abbreviations in tables should be defined in remarks. This includes abbreviates for significance levels (see published manuscripts as examples).

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Unit used for calculating the unit price |  | Price-level perception |  | Quality perception |  | Purchase intention |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | small | large |  | small | large |  | small | large |  | small | large |
| Salami | 100 g(*n* = 84) | 1 kg(*n* = 67) |  | 4.35(1.47) | 4.99(1.52) |  | 3.98(1.22) | 4.19(1.21) |  | 3.58(1.44) | 3.24(1.50) |
| Tomatoes | 100 g(*n* = 84) | 1 kg(*n* = 67) |  | 2.93(.93) | 3.07(.90) |  | 3.73(1.06) | 3.90(1.08) |  | 4.73(.84) | 4.65(.92) |
| Strawberry jam | 100 g(*n* = 48) | 1 kg(*n* = 49) |  | 3.88(1.33) | 4.72(1.48) |  | 3.56(.94) | 3.90(1.50) |  | 3.81(1.42) | 3.26(1.39) |
| Wall paint | 100 ml(*n* = 48) | 1 liter(*n* = 49) |  | 3.28(1.31) | 3.84(1.57) |  | 3.00(1.24) | 3.39(.86) |  | 3.86(1.38) | 3.56(1.38) |
| *Notes*: Scale ranges from 1 = cheap to 7 = expensive, 1 = low to 7 = high quality, and 1 = low to 7 = high purchase intention. Standard deviations in parentheses. \*\*\* *p* < .001; \*\* *p* < .01; \* *p* < .05; † *p* < .10; ns = not significant. |

*Tab. 1: Effect of small and large units used for calculating unit prices on price-level …*

7. *Figures:* Figures (abbreviated as “*Fig*.”) should follow the same format as for tables. Figures need to be embedded in the text and submitted in separate PowerPoint file. Use the following fonts in your illustration: Times New Roman and Symbol. Please make sure that any text is adequately sized and the figure is interpretable in b/w print. If tables or figures appear in the appendix, they should be numbered separately and consecutively as *Tab. A1*, *Tab. A2* etc. In a first reference add „see appendix“, e. g. (see *Fig. A1* in the appendix).

8. *Mathematical notation:* Equations should be centred on the page and numbered consecutively. The number should be typed in parentheses flush with the left margin. Do not place a zero in front of any decimal points (.37). Leave one space on either side of operational signs, e. g. *p* < .05; *F* = 2.42. Mathematical notations (e. g. the sample size *n* or the correlation coefficient *r*) should appear in *italics*.

9. *Notes:* Notes should be kept to a minimum (e. g., below result tables). If notes are unavoidable in the text (e. g., extensive citation, explanations about the procedure, quotations that do not belong in the text), these should be listed at the end of the document (before the references) according to their numerical order (e. g. “[3] Model parameters have been estimated using the MLM estimator implemented in Mplus 6; *Muthén*/*Muthén* 2010”). Within the text itself, notes should be indicated only by sequential numbering in square brackets.

10. *Reference citations within the text*

i. *Indirect citation:* References should include the author’s last name and year of publication, enclosed in parentheses, e. g. (Bruhn et al. 2014). If the author’s name is used within the sentence, it is sufficient to provide the year of publication in parentheses, e. g. (Bruhn and Büttgen (2014) distinguish between ...). If a particular page or sections (required for books) are cited please provide this information within the parentheses, e. g. (Hipp et al. 2012, p. 34 or Hipp et al. 2012, pp. 32-34). For up to two authors separate the names using the word “and”, e. g. (Möslein and Hipp 2016). For more than two authors, use the first author’s name followed by “et al.”, e. g. (Sattler et al.2010). A list of citations is ordered alphabetically, where publications are separated by semicolons, e. g. (Möslein and Hipp 2016; Hipp et al. 2012; Benkenstein 2015). When referring to multiple publications from the same author that were published in the same year, the reference should be cited using lower case letters to distinguish between the two publications, e. g. (Möslein and Hipp 2016a; 2016b; please use „and“ when one source is English).

ii. *Direct citation:* Direct citations are enclosed in quotation marks and should be referenced at the end of the citation, e. g. “Owing to the specific nature of services (i.e. intangibility, heterogeneity, simultaneity of production and consumption), WOM is particularly relevant for service products “ (Benkenstein 2015, p. 326).

11. *Reference list*:A complete list of all the references used in the text should be provided at the end of the document and listed in alphabetical order of authors' names (10 pt and capitalization in all English references).

i. Books with single or multiple authors

Aronson, E., Ellsworth, P.C., Carlsmith, J.M. & Gonzales, M.H. (1990). *Methods of Research in Social Psychology*, , New York, Mc Graw-Hill.

ii. Articles in books with single or multiple authors

Fazio, R.H. (1987). “Self-perception theory: a current perspective”, in Zanna, M.P., Olson, J.M. & Herman, C.P. (Eds.). *Social Influence: The Ontario Symposium*, Vol. 5, , Hillsdale, Lawrence Erlbaum Associates, 129-150.

iii. Articles in journals with single or multiple authors

Garnefeld, I., Helm, S. & Eggert, A. (2011). Walk your talk: an experimental investigation of the relationship between word of mouth and communicators’ loyalty, *Journal of Service Research*, 14 (1), 93-107.

iv. Two or more publications of the same author(s) with the same publication date

Reimer, T. & Benkenstein, M. (2016a). When Good WOM Hurts and Bad WOM Gains: The Effect of Untrustworthy Online Reviews, in: *Journal of Business Research*, 69 (4), 512-524.

Reimer, T. & Benkenstein, M. (2016b). Altruistic eWOM Marketing: More than an Alternative to Monetary Incentives, in: *Journal of Retailing and Consumer Services*, 31 (2), 323-333.

v. Publications of the same author but different years of publications have to be listed chronologically.

If an author has different co-authors in different publications, the references must be listed according to the number of co-authors (1) and alphabetical (2).

*vi.* Unpublished works (e. g., conference papers, working papers)

Bartikowski, B., & Gierl H. (2014). The Role of Consumer Responsibility Attribution when Consumers co-produce. *Paper presented at the AMA Winter Marketing Educators’ Conference*, Orlando.

Wagner, U., & Diamantopoulos, A. (2010). Research Productivity in Business Economics: The Case of Marketing 2. *Working Paper*, Wien.

**III. Final Version of Accepted Manuscripts**

Submit your manuscript as well as the corresponding file(s) (text, figures, etc.) by e-mail to the editor in chief.

In difference to the guidelines in point II.2./3. An accepted manuscript contains the following information on the *first two pages*:

1. Manuscript title

2. Name(s) of author(s)

3. Photo(s) of the author(s) (b/w photo with light background, good contrast is recommended)

4. Name(s) with permanent affiliation(s), present position(s) of the author(s), and complete address, including telephone, fax number number, and e-mail address

5. Acknowledgements (if applicable)

6. Abstract (100–150 words)

7. Keywords (max. five)

Chronological order for *further pages*:

8. Text

9. Notes (if applicable)

10. References

11. Appendix (if applicable)

Page proofs will be sent to the author(s) by the publisher, which should be read and corrected carefully. The responsibility for detecting errors is up to the author(s). Corrections should be restricted to smr instances in which the proof is at variance with the manuscript.

For preparing the final version of your manuscript, please consult the download **“Sample for authors”** at the homepage of the journal (there you can find further helpful downloads, e. g. “Sample for reply to reviewers“). Author(s) submitting papers that do not meet the guidelines outlined above will be requested to revise their manuscript. Upon acceptance of an article, author(s) will be asked to transfer copyright of the article to the publisher.

**We are looking forward to your manuscript submissions!** April 2016