

Expert Journal of Marketing

Article Template Guidelines (2026)

This guide accompanies **EJM_Article_Template_2026.docx**. All formatting instructions live here, not in the template: the template contains only placeholders, so nothing has to be deleted before submission.

1. Before you start

- Open the template and **use the styles**. Every element of the article has one named style, all prefixed EJ_. Do not apply manual formatting (bold, size, indentation) in place of a style.
- Replace each placeholder token — text in double braces, e.g. {{TITLE}} — with your content. Delete any token you do not need.
- Before submitting, search the document for {{. If anything is found, a field has been missed.

2. Page and text setup (already built into the template)

Setting	Value
Page size	A4
Margins	2 cm all round
Body font	Times New Roman 11 pt, justified, single spacing, first line indented 1.27 cm
Headings	Times New Roman 11 pt bold, 6 pt before and after
Abstract / keywords / JEL	Times New Roman 10 pt italic, indented 2.54 cm left and right
References	Times New Roman 11 pt, hanging indent 1.27 cm

Do not insert empty paragraphs to create spacing — spacing is defined in the styles.

3. The style set

Style	Use for
EJ_Title	Article title
EJ_AuthorName	Author names (SURNAMEs in capitals)
EJ_Affiliation	One line per author: institution, city, country, ORCID
EJ_Abstract	Abstract, 100–250 words
EJ_Keywords	Up to 8 keywords, comma-separated
EJ_JEL	JEL classification code(s)
Heading 1 / Heading 2 / Heading 3	Section and subsection headings
EJ_BodyFirst	First paragraph after a heading (no first-line indent)
EJ_Body	All other body paragraphs
EJ_Bullet / EJ_Number	Lists
EJ_Figure	The paragraph holding a figure image
EJ_TableHeader / EJ_TableText	Table header row / table body cells
EJ_Declaration	The declarations block
EJ_Reference	Reference list entries

4. Structure

Title → Authors → Affiliations → Abstract → Keywords → JEL → Introduction → Literature Review → Research Methodology → Analysis and Results → Discussion and Conclusion → **Declarations** → References → Appendix (optional).

Sections may be renamed or subdivided where the research design requires it, but the declarations block is mandatory and its order is fixed.

5. Declarations

Each item must be completed. If an item does not apply, say so explicitly — do not delete the heading.

- **Author Contributions** — CRediT terms (Conceptualization, Methodology, Software, Validation, Formal analysis, Investigation, Resources, Data curation, Writing – original draft, Writing – review & editing, Visualization, Supervision, Project administration, Funding acquisition).
- **Funding** — disclose, or state: e.g. *"This research received no external funding."*
- **Ethics Approval and Informed Consent** — name the approving committee and the approval number, and confirm informed consent. If formal review was not required, state that and explain why.
- **Data Availability** — state where the data can be found (for example, a repository link or DOI), or state *"Not applicable."*
- **Use of Artificial Intelligence** — disclose any use of generative AI beyond basic spelling, grammar and formatting: name the tool and version and describe how it was used. AI tools cannot be authors and cannot be cited as sources. Authors remain fully responsible for the whole manuscript, including all references. If no AI was used, state: *"The authors declare that no generative AI tools were used in the preparation of this manuscript."* AI-generated images, figures or data must be clearly identified as such in the manuscript.
- **Conflicts of Interest** — disclose, or state: *"The authors state that they have no conflicts of interest."* Authors who are editors, editorial board members or reviewers of the journal must also state this role.
- **Acknowledgements** — optional.

6. Figures and tables

- Insert figures as images in an EJ_Figure paragraph, centred, at 300 dpi or better (vector preferred). Every figure must be legible in greyscale.
- Build tables with the EJ_TableHeader and EJ_TableText styles. Tables must fit within the text block.
- Number figures and tables consecutively and refer to each one in the text.

7. References — Harvard style

Cite in text: (Cronbach, 1970, p.12); (Fornell and Larcker, 1981, pp.39-50); (Bagozzi et al., 1991, pp.421-458).

Reference list, alphabetical, hanging indent, with a DOI wherever one exists:

- Surname, A.B. and Surname, C.D., Year. Title of the article. *Journal Name*, Volume(Issue), pp.1-22. <https://doi.org/10.xxxx/xxxxx>
- Surname, A. and Surname, B., Year. *Book Title*, 3rd ed. City, Country: Publisher, pp.154-196.
- Surname, C.D., Year. Chapter title. In: Editor, A.B. ed. *Book Title*. City, Country: Publisher, pp.154-196.
- Surname, A.B., Year. *Title*. PhD thesis. Academic Institution.
- Surname, A. (or organisation), Year. *Title*. [online] Available at: URL [Accessed DD Month YYYY].

8. Anonymised file for double-anonymised review

- Expert Journal of Marketing uses double-anonymised peer review. Upload an anonymised manuscript file for review; enter the author details in the submission form on the editorial platform, not in the file.
- In the anonymised file, replace author names, affiliations, the corresponding-author note (name, email, ORCID) and any acknowledgements or funding details that identify the authors with *"Anonymised for review"*.
- Cite your own earlier work in the third person (for example, "Smith (2023) found...", not "In our previous study...").
- The full, non-anonymised version is requested from the authors after acceptance.