

Publication rules

GENERAL INFORMATION

The *Revista de Marketing y Publicidad*, published by the Centro de Estudios Financieros, aims to serve the academic and professional communities in the field of Marketing and Advertising. Through its research and opinion articles, it aims to offer the reader insights on topics of current interest, providing new knowledge for the advancement of science and the practice of these disciplines.

The journal is published every six months and includes scientific articles, case studies, literature reviews and research and innovation projects related to marketing, advertising, branding strategies, commercialization and new trends.

It is aimed at marketing department managers and technicians, as well as professionals from advertising agencies, strategic consulting, brand consulting, communication and public relations professionals, university professors and, in general, anyone interested in specializing in these subjects.

In addition, among the research papers which make up an important part of the contents of this publication, the award-winning studies and those selected as being of special interest by the jury of the Estudios Financieros Award in the marketing and advertising categories are included each year.

The contents of the printed version of the journal are also available in electronic form on the website <https://revistas.cef.udima.es/index.php/marketing>

The *Revista de Marketing y Publicidad* considers that the formal specifications detailed below are mandatory for any type of submission to the journal. Failure to comply will result in the rejection of the manuscript.

I. SUBMISSION

Articles should be submitted through the journal's OJS management platform (<https://revistas.cef.udima.es/index.php/marketing>)

- Articles should be submitted in OpenOffice or Microsoft Word format.
- The letter of originality may be sent in Word or PDF format.

II. PRESENTATION

With regard to the data, content, structure and style of the originals, authors should observe the following rules in order to achieve greater efficiency in the publishing management of their papers:

A. LETTER OF ORIGINALITY

Authors should send this letter in a file titled: originality_ID of the submission_first surname of the person responsible for the submission (Example: originality_240_medina). The letter of originality and granting of right of first publication must be submitted through the journal's OJS management platform, as an additional file (other).

B. ARTICLE

1. Name of the file on the platform

The article should be uploaded to the platform as a file titled: article_first surname of the person responsible_second surname of the person responsible (Example: article_medina_sanpedro).

2. Maximum extension

It is recommended –although not mandatory– that articles should be no less than 5,000 words and no more than 8,500 words in length, excluding references and annexes.

3. Types of papers

The types of papers that can be submitted are:

- **Research studies.** Research papers (written in Spanish or English) in marketing or advertising. Review manuscripts (*state-of-the-art articles*) on these same topics that provide innovative ideas and original advances are also accepted. The most appropriate structure for submitted manuscripts would include the following sections: Introduction, method, results, discussion and conclusions. The length should be between 5,000 and 8,500 words (excluding references and annexes).
- **Academic Projects and Contributions.** Papers that do not conform to the characteristics of research studies, but that present relevant contributions in the areas of marketing, advertising or public relations. The length should be between 5,000 and 8,500 words (excluding references and annexes).
- **Bibliographical review.** Up to 1,500 words in length. In addition to the body of the review, the author of the review should include an abstract, between 200 and 250 words (Spanish and English), and keywords (Spanish and English). A publishing filter will be applied for the selection, based on the objective relevance, timeliness and interest of the book reviewed. The publication date of the book must not be earlier than two years prior to the date of submission of the review. Reviews must be accompanied by the following requirements: a high resolution colour image of the cover of the book, the initial(s) of the name and surname(s) of the author(s) of the book, the year of publication, the title of the book, the city of publication, the publisher and the number of pages. The name, surname(s), affiliation and e-mail address of the author of the review must also be included.

4. Format

The article must comply with the formatting standards indicated in the article template. Times New Roman 12 font, 1.5 spacing. Underlining should not be used, only bold type (the author will mark fundamental ideas within the text to be used as bold highlights) and italics (for foreign words, Latin expressions, etc.).

5. Title

In Spanish and English. The title should be informative and concise, should not include acronyms and should not exceed 30 words, including articles, prepositions and conjunctions. It should be in capital letters, bold type, Times New Roman 14, single spaced and centred.

6. Authors' data

This should be in lower case, Times New Roman 12 bold, single spaced and aligned to the left. The full name(s), never abbreviated, and the two surnames (where applicable) of each signatory must be written in full. In order to increase the visibility of the authors' work, it is suggested that they be registered in the International Registry for Authors and Scientists (www.iralis.org), Google Citations-Google Academics-Google Scholar (<https://scholar.google.es/?hl=es>), in the EXIT (www.directorioexit.info), Research Gate (www.researchgate.net/home) and Redalyc (<http://autores.redalyc.org/registroAutores.oa>), as this will result in a greater accounting of authorship for the purposes of document indexing and, consequently, for counting references and citations. However, registration in ORCID is mandatory (www.orcid.org).

Affiliation: This should be typed after the period and followed by the authors' data and should not be marked in bold. It is compulsory to write the name of the organization/institution/superior entity to which each of the authors belong (the name of the institution must be written in the language of origin of the institution). The name of the city and country to which each institution belongs should be written, after a period and followed by a period. Below the data for each author and his/her affiliation, their e-mail address should also be appended (it is advisable to indicate their institutional e-mail addresses, avoiding generic ones such as Gmail, Hotmail, Yahoo, etc.), as well as their ORCID.

Main or contact author: In the case of several authors, the contact author should be identified by adding "(contact author)" in parentheses.

Order of priority of authorship: Authors should appear in strict order of importance according to their specific contribution to the work. Authors should include information about their specific contribution to the article in their Curriculum Vitae attached at the end of the document (see point "8. CURRICULUM" of these publication rules).

7. Abstract

In Spanish and English. This should be in lower case, Times New Roman 12, single spaced and justified. The text of the abstract, which must contain between 200 and 250 words, must state the purpose of the article, as well as the procedures/methods/methodology/research techniques that made it possible to obtain the results of the work. The general results obtained must also be here presented, as well as the general conclusions. Bibliographic references should not be included in the abstract.

8. Keywords

In Spanish and English. It is mandatory to include 7-9 keywords. These should be in lower case, Times New Roman 12, single spaced and justified, separated by semicolons. In order to promote the standardized description of articles in our publication, please use, as far as possible, terms taken from the [Tesauro SKOS](#) (UNESCO Thesaurus).

9. Headings and subheadings

These should be numbered using Arabic numerals and follow a graduated block layout, which should correspond to a hierarchical order wherein the author shows the relationship between the contents of the manuscript, with a maximum of three levels. The main heading (1st level) should be in uppercase and bold type, with the other headings in lowercase and bold and/or lowercase and italics. None of these should have a final period. There should be a blank line before and after each of these.

10. Structure

The *Revista de Marketing y Publicidad* maintains mandatory formats for the two different types of articles accepted, as explained below. Support, thanks and acknowledgments to persons or institutions that have sponsored the article may be mentioned at the authors' discretion.

- If the proposed contribution is a **Research Study** or a **Review**, the recommended headings are:
 1. **INTRODUCTION:** This should present the state of the art in which the research is framed and should reflect the general objectives and the contribution of the research. Subheadings are permitted.
 2. **OBJECTIVES:** In this section, authors should clearly and concisely identify the objectives of the research presented in the article and, where applicable, hypotheses or research questions. Subheadings are permitted.
 3. **METHOD:** This section should describe the participants or sample, methods, techniques, procedures, approaches and models that were considered to obtain the results of the research. Subheadings are permitted.
 4. **RESULTS:** The results obtained according to the objectives and/or hypotheses or research questions should be here presented.
 5. **DISCUSSION:** How the hypotheses have been contrasted or the research questions answered and/or the research objectives addressed should be here analysed and discussed. The relationships, consequences and overall considerations that indicate the results obtained should be here described. The results should be compared with similar existing research in the scientific community, without prejudice to what is stated in the introduction, and any methodological aspects of the research presented that could be improved should be discussed. Subheadings are permitted.
 6. **CONCLUSIONS:** These should be directly related to the objectives of the work and the results obtained. They should involve a set of deductions from the results and the research problem. Conclusions that are not directly related to the research, or to the results presented, should be avoided. Subheadings are permitted.
 7. **REFERENCES:** The American Psychological Association style (latest edition) should be used for the organization and drafting of the bibliography. All references, regardless of their type (book, article, thesis, etc.) must be included in alphabetical order by surname, without exception. Times New Roman 12, hanging indent 0.5 cm and justified. There should be a blank space between bibliographical references and the interlining should be simple. If the same author has more than one reference, his/her surname(s) should be rewritten, avoiding hyphens. It is important to emphasize that the use of references will be evaluated by the reviewers on the following aspects:
 - The correct citation of the reference, according to the APA bibliographical style (latest edition).
 - The use of current and adequate bibliography for the research topic, particularly in the Introduction and Discussion sections.
 - The use of international information sources.

8. **CURRICULUM:** At the end of the bibliography, a summary of the professional curriculum of each and every one of the authors of the article must be presented (not to exceed 120 words per author). The bibliography must include the identifying links to the ORCID platform, as well as information on the specific contribution of each of the authors to the work submitted to the journal.
 9. **APPENDICES/ANNEXES:** (Optional) documents whose volume makes their inclusion in the text undesirable, but which are important for its understanding, should be included. They will, therefore, follow the text and bibliographical references in a separate section, under this heading, and will be numbered in Arabic numerals if there is more than one.
- In the case of Academic Projects and Contributions, some flexibility will be maintained in the headings, with only the INTRODUCTION, OBJECTIVES, CONCLUSIONS, REFERENCES and CURRICULUM being mandatory, all others being subject to the author's discretion. In addition, the article must present adequate citations to other publications.

11. Names, symbols and nomenclature

Authors should use those that are standardized for each discipline.

12. Schemes, drawings, graphs, tables, equations, etc.

These should be numbered consecutively according to type (table, graph, etc.) and inserted in the appropriate place in the body of the article's text. If for some reason they cannot be inserted in the appropriate place, it is advisable to make reference to the number of the graph, table, etc., within the text (Example: see graph 1, see table 2...). Overlapping of information between figures, tables, etc., and the text should be avoided.

- **Figures.** The following specifications regarding the definition of any included images must be taken into account: JPGs in colour or grayscale photographs (halftone). JPG files (colour or grayscale) must be a minimum of 300 pp. Titles should be centred above the figures and should be clear and concise. The source or origin of the figure should be placed below, in bold type and Times New Roman.

If the source or origin is the author himself/herself, you must state "own production".

- **Graphs.** The use of graphs is suggested to reflect trends or relativized data. These should be presented in the simplest format that allows the correct interpretation of the underlying data, avoiding as far as possible the use of three-dimensional graphs, highlights, glosses and other elements that do not add specific value to the interpretation of the data. Titles should be centred above the graphs and should be clear and concise. The source or origin of the graph should be placed below, in bold and Times New Roman 12. If the source or origin is the author himself/herself, you must state "own production".
- **Tables.** The title should be centred above the tables and should be clear and concise. The source or origin of the table should be indicated below, in bold and Times New Roman 12. If the source or origin is the author himself/herself, you must state "own production". The typeface inside the tables should be Times New Roman 12 normal. Redundancy of information between tables, figures and text should be avoided, and tables that provide simple information should be presented. In these cases, the synthesis of information in as few tables as possible is recommended.

In addition, authors are requested to attach these elements in editable formats (Excel, etc.) as additional files, as far as possible, in order to facilitate the final layout of their articles.

13. Numbering within text

Classifications within the text of the article (not those of the headings), if necessary, should be in Arabic numerals.

They should not be preceded by a blank space, but should be followed by a blank space:

1. First item (Times New Roman 12, left number position at 0.63 with hanging indent, justified, single spaced).
2. Second item (Times New Roman 12, left number position at 0.63 with hanging indent, justified, single spaced).
3. ...

14. Footnotes

These should be numbered consecutively and their text shall be included at the foot of the page, restricting them to the minimum necessary. Bibliographical references are not acceptable as footnotes.

15. Form for in-text citation

Indirect or referential citation in normal text

When paraphrasing or alluding to ideas from another work, the author and the year of the work should be placed in parentheses. It is recommended to indicate the page if the text from which the quotation is taken is long (Author, Year, p. xxx). If the paragraph includes the surname(s) of the author, only the date of the reference should be written in parentheses (Year). If the author is not cited in the paragraph, then the surname(s) and the date (Author, Year) should be written in parentheses. When the reference contains one or two authors, the surname(s) of both authors and the year (Author and Author, Year) should be written. If the reference contains more than two authors, only the surname(s) of the first author should be used, followed by *et al.* (Author *et al.*, Year).

Direct or textual citation in normal text (less than 40 words)

The text of the citation should be opened and closed with quotation marks. If the cited text reference has one or two authors, the surname(s) of both, the year and the page number(s) should be cited (Author and Author, Year, p. xxx). When the reference has more than two authors, only the surname(s) of the first author should be written, followed by *et al.*, the year and the page (Author *et al.*, Year, p. xxx).

Direct or textual citation in normal text (more than 40 words)

If the citation is longer than 40 words, it should be written in a separate paragraph, without quotation marks and indented. At the end of the citation, the data of the reference should be included following these instructions: if the cited text has one or two authors, the surname(s) of both, the year and the page number(s) should be cited (Author and Author, Year, p. xxx). When there are more than two authors, only the surname(s) of the first author should be written, followed by *et al.*, the year and page number(s) (Author *et al.*, Year, p. xxx).

16. Change in authorship

Applications must be sent to the editor of the journal exclusively by the main author, who must also state:

- The reasons why the author's name should be deleted or added, as well as the final order in which the authors of the manuscript should appear with all their data.
- Written confirmation from the rest of the authors of the manuscript expressing their agreement with the modification of authorship.

Until the change of authorship process is completed, the manuscript will not be published definitively, which may constitute a delay in the final publication process

III. PUBLISHING PROCESS

1. Receipt of articles

The journal will make a first publishing evaluation consisting of checking the adequacy of the article to the thematic profile, its interest according to the publishing criteria of the journal, as well as the fulfilment of the formal presentation requirements demanded in the publication rules. Receipt of the article does not imply its acceptance.

2. Peer review system

Two or more external expert reviewers will be assigned to confidentially and anonymously evaluate the article (double-blind review). They will use the online reviewer form for their report.

The journal editor will inform the author within 15 days as to whether the manuscript has been rejected or accepted for evaluation by the reviewers.

In cases where the manuscript presents superficial problems of structure and/or form, the editor will send the authors the pertinent suggestions so that they can be corrected before the manuscript is sent to the reviewers. In such cases, the author will have a maximum of 30 days to submit the corrected manuscript to the editor. The editor reserves the right to make basic formal modifications, which do not affect the content of the text, in order to expedite the publishing process.

Duration of the manuscript review process: The average time spent by the reviewers of the *Revista de Marketing y Publicidad* is 30 to 60 days. The editor will send the author the review reports received, as well as the recommendations (if any) for modification of the article or, failing that, the decision to reject the manuscript, together with the reviewers' reports. If necessary, the manuscript will be resent to the reviewers to continue the evaluation process until a final rejection or approval decision is reached. In each case, the author will have 30 days to submit the corrected manuscript to the editor, together with a justification of the changes introduced, as well as those discrepancies that entail the non-modification of one or more of the aspects pointed out by the reviewers, if any.

In case there are contradictions between the judgments issued by the reviewers (for example, one reviewer is of the opinion that the article should be rejected and a second reviewer issues a judgment in favour of publication with minor changes), or the editor is not completely convinced of the justification accompanying the judgment issued by one reviewer, the article will be sent to a third reviewer.

The journal has a database for internal use that processes and registers the transfer of articles and the set of reviewers. The list of reviewers in the one-year review period will be published thereafter. Reviewers receive an annual certificate of participation as reviewers of the publication, regardless of the number of articles they have reviewed per year.

3. Selection criteria for reviewers

Two reviewers are selected according to their area of expertise (which guarantees a value judgment based on expert knowledge of the subject matter). On the other hand, reviewers are external to the author's institution, as well as to the committees and publishing bodies of the journal.

4. Publishing decision

The criteria for the acceptance or rejection of submissions are as follows:

- Originality of the manuscript.
- Methodology.
- Quality of the results and conclusions, and consistency with the objectives stated in the manuscript.
- Clarity of the language used.
- Compliance with the rules of the journal.
- Ethical conduct in accordance with the canons applicable to scientific research.
- Relevance and timeliness of the bibliographic references cited.

At the end of the evaluation process, the editors will decide whether or not to publish the article and will notify the main author of the acceptance or rejection of the article. If the article is rejected, the contact author will be informed of the rejection of the submitted manuscript, attaching the reviewers' reports. In such cases, the authors may express their agreement or disagreement with said review, as well as any other opinions or questions they may wish to raise, which will be answered within a maximum period of 15 days.

IV. OPEN ACCESS POLICY

The *Revista de Marketing y Publicidad* provides immediate free access to its content under the principle of making research freely available to the public (Creative Commons License CC BY-NC-ND 4.0 Attribution-NonCommercial-NoDerivatives 4.0 International), which promotes greater global knowledge sharing. Readers may use, copy, disseminate, transmit and publicly display the full text of the articles as long as they cite the authorship and original source of publication (journal, publisher and URL of the work), do not use the articles for commercial purposes, and mention the existence and specifications of this license for use.

V. GOOD PRACTICE CODE

The *Revista de Marketing y Publicidad*, through its good practice code, is committed to maintaining the highest ethical standards. For this reason, any party involved in the authorship or submission of manuscripts (whether Research Studies, Academic Projects and Contributions or Bibliographical Reviews), as well as in their management and subsequent dissemination (whether authors, members of the publishing team or reviewers), will be obliged to comply with this code of ethics.

1. Publishing team

The publishing team of the journal, together with management and the coordinators, are responsible for its contents. They are therefore committed to ensure its scientific quality and to avoid malpractice in the publication of research results. This responsibility involves observing the following principles:

- The director of the journal and the editor-in-chief shall be responsible for the publishing and technical decisions regarding the content of the journal.
- The publishing team will carry out publishing tasks in accordance with the publication's policy.
- Editors should process manuscripts promptly, informing the author of the status of his/her article at different stages of the publishing process.
- Editors must be impartial when managing the works proposed for publication and respect the intellectual independence of authors, as well as their right to reply in the case of negative evaluations.
- Editors and, ultimately, the director of the journal will be the only persons responsible for the acceptance or rejection of a manuscript. Their decision will be based on the reports obtained from peer review, but they may also reject papers for other reasons (inadequacy in meeting the scientific objectives of the journal, evidence of scientific fraud, excessive self-citation, lack of quality, etc.).
- The publishing team should not handle an original when there is a conflict of interest. Specifically, he/she must refrain from managing an original when any of the following situations are present: a relationship of kinship, friendship or manifest enmity, being part of the same research group, participating or having participated in the direction or co-direction of a doctoral thesis in the last ten years, having defended a doctoral thesis under the direction or co-direction of the author(s) of the manuscript in the last ten years, collaborating or having collaborated in publications or patents in the last five years, collaborating in other economic or scientific-technological activities, having a contractual relationship or sharing funds or national or international research projects (from public or private entities), or of any other nature, in the last three years.
- The publishing team will also refrain from selecting evaluators who are affected (or may be affected) by any of these situations.
- The publishing team is obliged to keep the texts received and their content confidential until the moment of publication.
- No member of the publishing team may use data, arguments or interpretations contained in unpublished papers submitted to the journal for his or her own research, except with the express written consent of the authors.
- Editors must ensure that the published papers have been evaluated by two specialists in the field and that the review has been carried out using the double-blind method (anonymity of those who have carried out the work and the evaluation). When one of the two evaluations is negative, a third report will be requested.
- The publishing team will value and appreciate the contribution of those who have collaborated in the evaluation of the papers submitted to the journal. Likewise, it will agitate for academic authorities to acknowledge peer review activities as part of the scientific process and will dispense with those who conduct low quality, incorrect and disrespectful evaluations, or those that have been submitted after the established deadlines.
- The publishing team reserves the right to disavow published articles whose unreliability is the result of both unintentional errors and scientific malpractice (manipulation of data, plagiarism, self-plagiarism, omission of sources consulted, etc.). In case of conflict, the journal will ask the author(s) for explanations and evidence to clarify the problem and will make a final decision based on these. In such cases, the journal will mandatorily publish, in its printed and electronic versions, the report on the disavowal of a given text, stating the reasons for such measures in order to distinguish between malpractice and unintentional error. Likewise, the journal will notify those responsible for the institution to which the author(s) of the article belong(s) of said disavowal.

Disavowed articles will be retained in the electronic edition of the journals, clearly and unequivocally warning that it is a disavowed article, to distinguish it from other corrections or comments. If only part of the article contains an error, it may be later rectified by means of a publishing note or an erratum.

Any conflict of duplicity, caused by the simultaneous publication of an article in two journals, will be resolved by determining the date of receipt of the work in each of them.

- For articles containing data from studies or research involving human participants or based on clinical trials, editors shall ensure that the privacy rights of human subjects are respected. Editors may ask the authors for evidence on ethical issues (*e. g.*, how informed consent was obtained from research participants) if doubts arise or if specific clarifications are needed. Privacy rights of human subjects must always be respected. Appropriate consents, permissions and authorizations must be obtained when an author wishes to include case details or other personal information, or images of patients or any other person in this publication. Authors are required to retain written consents and, upon request, editors may ask for copies of consents or proof that consents have been obtained.
- Editors should ensure that articles involving human participation or those based on clinical trial reports explicitly mention compliance with the [Declaration of Helsinki on Ethical Principles for Medical Research Involving Human Subjects de Helsinki](#). To this end, editors should ensure that authors include in their work a statement that all procedures were carried out in accordance with relevant laws and institutional guidelines.
- The journal's publication rules for originals (regarding the characteristics of the work, format, imageresolution, bibliographic reference system, etc.) will be made public.

2. Authors and co-authors

- The authors retain the copyright and assign the right of first publication to the journal, which will publish the article on the internet on the journal's website (<https://revistas.cef.udima.es/index.php/marketing>), under the terms of the license of use and distribution of the [Creative Commons CC BY-NC- ND 4.0 Attribution-Non-Commercial-NoDerivatives 4.0 International](#) License. Authors must sign the [letter of originality and granting of right of first publication](#) which is available on the publication's website.
- Authors are and remain primarily responsible for the content and statements made in their article in order to avoid conflicts of interest between the *Revista de Marketing y Publicidad* and any third parties or institutions.
- In the event that an article has been written by several authors, the author who is listed as responsible for the work must ensure that none of the signatures of those responsible for the work has been omitted, nor added others that are not, avoiding fictitious or gift authorship, which is a bad scientific practice. Likewise, he/she must also guarantee that those who sign it have reviewed and approved the final version of the work and that they give their approval for its possible publication.
- Authors should agree on the order of their appearance in the publication of the article. If any changes occur during the review process, they must be communicated to the editor in writing. This document must be signed by all authors involved.
- Authors must declare the exact origin of the content of the work (doctoral thesis, research project, teaching experience, etc.).
- Authors must disclose to the editor any possible conflict of interest. When there is a commercial, financial or personal link that may affect the results and conclusions of their work, the text of the work must be accompanied by a statement of these circumstances (described in section 1 of heading 5), which will appear in the published version of the article.

- Authors must indicate, in a clear and concise manner, all sources of financing granted for the study, stating the private or public entity responsible for said financing and the identification code of such financing, when it exists. This information will appear in the published version of the article.
- Authors must ensure that their manuscripts contain original results, data, ideas and/or interpretations, and that they have not been copied, invented, distorted or manipulated. In addition, they have an obligation to review and ensure the accuracy and validity of the results before submitting the manuscript to the journal.
- Authors undertake not to send articles that have been previously published or are in the process of being evaluated by another publication or medium. Articles resulting from papers presented at scientific congresses that have not been published or are only accessible in proceedings books may be submitted, specifying at the time of sending the paper to the journal, its origin.
- Authors shall undertake not to plagiarize or appropriate the texts of others without the prior consent of their creators and without citing the source, even if the permission has been expressly granted by the latter authors.
- Authors must also commit themselves to submit other texts already produced by themselves, ensuring that there is no more than 20% coincidence between a previous work and the one submitted. Editors of the journal will check each article with anti-plagiarism software (SimilarityCheck). If they detect coincidences of more than 20%, they will review the sources of the text in depth and will send a report to the author indicating the definitive rejection of the work or the possibility of rewriting it, properly citing the sources.
- Authors will be legally responsible for not infringing copyright by requesting the necessary permissions for the reproduction of cited texts, figures, graphs, tables, photographs, etc., which must bear their corresponding source of origin. When images are included as part of the research, an appropriate explanation of how they were created or obtained shall be provided, insofar as this is necessary for their comprehension.
- Excessive self-citation, citing sources without having consulted them, adding cited texts that do not contribute to the content of a manuscript with the sole purpose of increasing the citations of an author or a journal, making erroneous interpretations of other works consulted, releasing scientific results before peer review, hiding data and methods that allow reproduction of the experiments used, including privately obtained information that cannot be verified, etc., will be considered to be irregular practices.
- In those articles that contain data from studies or research in which individuals have participated, or those based on clinical trials, authors will ensure that the privacy rights of the participants are respected. To comply with this requirement, authors will have to attach a written statement that they obtained the informed consent (free and voluntary) from the individuals involved in the study for experimentation with human subjects. Privacy rights must always be respected. Appropriate consents, permissions and authorizations must be obtained when an author wishes to include case details or other personal information, or images of patients or any other person in this publication. Authors are required to retain written consents and, upon request, editors may ask for copies of consents or proof that consents have been obtained.
- If the article involves the participation of individuals or is based on clinical trial reports, authors must ensure that the work described has been carried out in accordance with the [Declaration of Helsinki on Ethical Principles for Medical Research Involving Human Subjects de Helsinki](#) and will have to include in the article a statement that all procedures were performed in accordance with relevant laws and institutional guidelines.
- When the author discovers a serious error in his/her work, he/she must communicate it to those in charge of the journal as soon as possible, in order to modify his/her work, withdraw it, retract it or publish a correction or erratum. If the possible error is detected by any of the members of the publishing team, authors will be obliged to prove that their work is accurate.

3. Reviewers

Reviewers will act under the criteria of impartiality, objectivity, promptness, confidentiality, respect and acknowledgment of uncited sources. They must work in solidarity with the publishing line drawn and declare possible conflicts of interest. On the other hand, reviewers will be external to the author's institution, as well as to the committees and publishing bodies of the journal. Reviewers' commitments include the following:

- To make a fair and objective review of the articles.
- To respect the evaluation deadlines established in the journal's publication rules.
- To clearly state the arguments for their assessment.
- Not to accept any articles for review in which there might be a conflict of interest that would limit their objectivity.
- To refuse to review an article if they do not feel technically qualified.
- To maintain the confidentiality of the information and data of the evaluated articles.
- To accurately indicate the bibliographic references of fundamental works that may have been overlooked by the author(s).
- To inform the editors of any similarity or overlap of the manuscript with other published works.
- To evaluate manuscripts solely on their intellectual content, without regard to the race, gender, sexual orientation, religious beliefs, ethnicity, nationality or political philosophy of the authors.
- Not to use information, data, theories or interpretations of the manuscript for their own benefit or that of others, nor to harm third parties. Only in special cases may they seek the advice of other specialists in the field, and they shall inform the journal's Management of such circumstances.

Suspected non-compliance with this policy may be reported to the editor via e-mail at revistamkt@udima.es, who will examine such reports. If necessary, he/she may refer them to the Publishing Committee for review and subsequent recommendation(s).

If it is determined that an editor has violated the good practice code of the *Revista de Marketing y Publicidad*, the matter will be referred to the Publishing Committee.

If it is determined that an author has violated the good practice code of the *Revista de Marketing y Publicidad*, the publication reserves the right to impose sanctions, which may include the withdrawal of a submitted article, its rejection or even the retraction of a published article.

In addition to its ethical assessment, improper conduct may result in the infringement of the rights of third parties, for which the Centro de Estudios Financieros reserves the right to take appropriate legal action.

Note: This good practice code largely reproduces the Good practice guide of the periodic and unitary publications of the State Agency Superior Council of Scientific Research (CSIC).

4. Policy on good publishing practice in gender equality

The contents of the *Revista de Marketing y Publicidad* are faithful to our [Guide to non-sexist gender-neutral language](#).

VI. IMPORTANT NOTICE FOR AUTHORS

We recommend the adoption of a pen name, for a correct indexing of the article in international databases, consisting of a first name and a single surname for uncommon names and surnames, or the first name and the two surnames joined by a hyphen for the most common ones (Example: Sonia López-Ferrero).

The importance of composing an adequate title and abstract lies in the fact that their readability will determine to a large extent whether potential readers will actually read the complete work (particularly in electronic searches).