



For each paper submitted to the "*Marketing – from information to decision"* journal, reviewers must comply with the ethics and malpractice statement, and take into account the following **criteria**:

- The paper contains new and significant information adequate to justify publication.
- The paper demonstrates an adequate understanding of the relevant literature in the field, cites an appropriate range of literature sources, and does not ignore significant work in the field.
- The paper's argument is built on an appropriate base of theory, concepts or other ideas.
- The research is well designed, and the research methods employed are appropriate.
- The results are clearly presented and analyzed appropriately.
- The conclusions adequately tie together the other elements of the paper.
- The paper clearly identifies implications for practice and/or further research, and these implications are consistent with the findings and conclusions of the paper.
- The paper uses a correct language, and clearly expresses its case, measured against the technical language of the fields.
- The authors pay proper attention to the clarity of expression and readability.

Review process:

- Submitted papers firstly go through an editorial review. If considered unappropriated for the journal, manuscripts are rejected.
- The editors provide reviewers, by email, manuscripts with all author details removed, alongside with the review report template.
- Reviewers complete the assigned manuscript's review and return (by email to <u>mid@econ.ubbcluj.ro</u>) the review report (in Microsoft Office Word format) to the editors.
- The editors will further send the review report, with all reviewer details removed, to the authors (by email).
- The process is repeated for the revised versions of the manuscripts.

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