

POLICIES AND PROCEDURES RELATED TO PUBLICATION ETHICS

The *Revista Española de Investigación de Marketing ESIC (REIM-ESIC)* has adopted the policies showed below in order to encourage good research and publishing practices.

Study Design

Research submitted to *REIM-ESIC* should be well justified, well planned, and appropriately designed so that it can properly address the research objective of the study described in the manuscript. Research should be conducted to high standards of quality control and data analysis.

Originality

REIM-ESIC publish only original work that has not been previously published. All authors of manuscripts submitted to REIM-ESIC must attest that neither the manuscript nor any part of it, regardless of the language in which it was originally written or published, has been published or is under consideration for publication elsewhere. Previous publication of an abstract during the proceedings of meetings (in print or electronically) is not considered prior publication and therefore does not preclude subsequent submission for publication. Any reference to or use of previously published material protected by copyright must be explicitly acknowledged in the manuscript.

Authorship and Contributions

Authorship implies: (1) Substantial contributions to conception and design, acquisition of data, or analysis and interpretation of data, (2) drafting the article or revising it critically for important intellectual content and, (3) final approval of the version to be published.

The contribution by any individual or entity included in the ACKNOWLEDGMENTS section of the manuscript must be clearly defined. Authors should avoid vague or broad descriptions of contributions of acknowledged individuals or entities; descriptions of contributions should be clear, specific, and precise.

Scientific or Publishing Misconduct

REIM-ESIC will not publish articles in which there exist a reasonable possibility of misconduct.

The following practices are considered forms of scientific misconduct:

Falsification of data: ranges from fabrication to deceptive selective reporting of findings and omission of conflicting data, or willful suppression and/or distortion of data.

Improprieties of authorship: Improper assignment of credit, such as excluding others, misrepresentation of the same material as original in more than one publication, inclusion of individuals as authors who have not made a definite contribution to the work published; or submission of multi-authored publications without the concurrence of all authors.

Plagiarism and misappropriation of the ideas of others: the use of others' published and unpublished ideas or words without attribution or permission, and presenting them as new and original rather than derived from an existing source.

Violation of generally accepted research practices: Serious deviation from accepted practices in proposing or carrying out research, improper manipulation of experiments to obtain biased results, deceptive statistical or analytical manipulations, or improper reporting of results.

Deliberate misrepresentation of qualifications, experience, or research accomplishments to advance the research program, to obtain external funding, or for other professional advancement.

Peer Review

REIM-ESIC employs a double-blinded review process described in the selection process section of the web site. All correspondence related to the peer review of each manuscript is confidential. The editor will seek reviews that are professional, honest, courteous, prompt, and constructive. The editor may edit reviews before sending them to authors, or simply not send them if they feel they are not constructive or appropriate.

Reviewers are required to treat each manuscript as confidential. They are not allowed to retain, copy, or share manuscripts. Reviewers and the editor are not permitted to make any personal or professional use of the data, arguments, or interpretations (other than those directly involved in its peer review) prior to publication unless they have the authors' specific permission or are writing an editorial or commentary to accompany the article.

The reviewer should comment on any ethical concerns raised by the study, or any evidence of potential scientific misconduct. If reviewers suspect misconduct, they are asked to notify the editor in confidence; reviewers should not share their concerns with other parties.

Editorial Decisions

Decisions about manuscripts submitted to *REIM-ESIC* are based on the manuscripts' importance, originality, clarity, and relevance to the journal's scope and content.

Manuscripts authored or co-authored by the Editor will be decided by an "Ad Hoc Editor". All members of the Editorial Team are blinded to the peer review of editor-authored or -coauthored manuscripts.