

Manuscript Submission Guidelines

Japan Marketing History Review (JMHR)

The *Japan Marketing History Review* (JMHR) is intended to foster further historical studies in marketing through the sharing of research ideas. JMHR is published by the Marketing History Society of Japan (MHSJ) as an *e*-journal twice a year.

JMHR carries high-quality peer-reviewed articles, which can be written in either Japanese or in English and the journal will carry these as written. JMHR is composed of two sections: the General Section, contributions only from the MHSJ membership, and the Special Section, which includes invited contributions from non-members.

JMHR defines historical research in marketing to cover the following:

1. Research in marketing history includes history of marketing practice, marketing thought, and methodology and theory of historical research in marketing.
2. Research in marketing history includes history of any field and time related to marketing and distribution. It also includes history of consumption and consumer culture, as modern research in marketing includes research in consumer behavior.
3. Research in current marketing practice and marketing thought will be accepted as long as the research is conducted from the historical perspective.

All manuscripts must be sent to the editor. For the General Section, to Associate Professor Shujiro Ouchi (oouchi@bus.kindai.ac.jp). For the Special Section, to the special editor of each special section; in the case of the special section of the first issue: special colloquium “why is historical research important in marketing,” to Professor Kazuo Usui (dr.kaz.usui@gmail.com).

Formatting Basics

1. File Types: Word or RFT (Rich Text Format)
2. Font: 12 points, Times New Roman
3. Criteria for the length (including full references)

Full research paper: about 8,000 to 19,000 words

Research note: about 3,000 to 8,000 words

First Page: Title page

1. Title
2. Author(s) name, title, institution, address, telephone number and e-mail address
3. Acknowledgment, if applicable
4. Keywords (4-5 primary keywords)

Second Page: Summary

A summary of manuscript less than 250 words.

Body of Text:

All headings are to use the heading numbers:

1. ****
- 1.1 *****
- 1.1.1 *****

All heading levels are to be flush left in upper and lower case with boldface. After second and third level headings, please begin on a new line without any blank lines.

Throughout the manuscript, please use only one space following punctuation – not two. This includes after periods, colons, questions marks, and other types of punctuation.

References within the text:

References within the text should include the author's surname(s) and year of publication with no comma preceding the date, enclosed in parenthesis. Example:

(Gordon 2003)

If a particular page or section is cited, a colon should be placed after the year of publication followed by the page numbers within the parenthesis. Please do not use p. or pp. abbreviation. Example:

(Gordon 2003: 73) or Gordon (2003: 73) depending on the context

(Gordon 2003: 73-74) or Gordon (2003: 73-74) depending on the context

For articles with multiple authors include up to three names in the citation. With four or more authors, please use the first author's surname and et al. Example:

(Gordon et al. 2003) or Gordon et al. (2003) depending on the context

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Listing of References

The list of references in alphabetical order should appear at the end of manuscript. The list of references should include the first author (surname/first name/middle initial), all other authors (first name/middle initials/surname), and then year of publication. Complete names of each author are to be cited. Examples:

Gordon, Andrew (2003), *A Modern History of Japan: From Tokugawa Times to the Present*, NY and Oxford: Oxford University Press.

Hobsbawm, Eric and Terence Ranger ed. (1983), *The Invention of Tradition*, Cambridge: Cambridge University Press.

Stalk, Nancy K. (2018), "Rosanjin: The Root of Japanese Gourmet Nationalism," in Stalker, Nancy K. ed., *Devouring Japan: Global Perspectives on Japanese Culinary Identity*, NY: Oxford University Press, 133–149.

Yamamura, Kozo (1973), "Toward a Reexamination of the Economic History of Tokugawa Japan, 1600–1867," *The Journal of Economic History*, 33(3), 509–546.

When citing from a website, put "Retrieved from" and URL after the title of publication. Example:

Clement, Ernest Wilson (1915), "A Short History of Japan." Retrieved from <https://archive.org/details/ashorthistoryja00clemgoog>

When citing from the Japanese materials, translate the title into English and put the Japanese original title, enclosed in square brackets. In the case of articles of journals, English title of the journal is to be put, then the Japanese original title, enclosed in square

blankets. In both cases put “in Japanese” enclosed in parenthesis in the end of the materials. You are flexible as to what system of romanization is to be used, including the use macrons. Examples:

Ishii, Kendo (1908), *Things Originated in the Meiji Period* [*Meiji Jibutsu Kigen*] Tokyo: Kyonando (in Japanese).

or

Ishii, Kendō (1908), *Things Originated in the Meiji Period* [*Meiji Jibutsu Kigen*] Tokyo: Kyōnandō (in Japanese).

Kon, Wajiro (1925), “A Record of Costume on Ginza Street in the Early Summer 1925,” *Public Opinions of Women* [*Fujin Koron*], July, 78–105 (in Japanese).

or

Kon, Wajirō (1925), “A Record of Costume on Ginza Street in the Early Summer 1925,” *Public Opinions of Women* [*Fujin Kōron*], July, 78–105 (in Japanese).