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# INSTRUCTIONS FOR AUTHORS

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Communication Management Review is an international academic journal which is published by the Edward Bernays College of Communication Management. Notable foreign and Croatian scholars with a focus on communication management participate in the activities of this journal, which is issued twice annually and publishes quality academic and professional papers from public relations, marketing, political science, communication science, management and related disciplines. The interdisciplinary character of the journal enables a holistic approach to communication management, which is, due to dynamic occurrences and processes, directly and indirectly linked to other disciplines and their research topics. An added value of the journal is its endeavour to connect science and practice, whose approaches are different, but whose cooperation is essential in order to understand the new trends and dynamic processes of the modern world. Our aim is to become an innovative, attractive and modern international academic journal.

## Editorial Board

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The journal's editorial board consists of recognized and esteemed Croatian, regional and international professionals from the areas covered by the journal.

## Manuscripts

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Communication Management Review welcomes the submission of manuscripts that meet the general criteria of significance and scientific excellence. It considers all manuscripts on the strict condition that the manuscript is your own original work, and does not duplicate any other previously published work; the manuscript has been submitted only to Communication Management Review; it is not under consideration or peer review or accepted for publication or in press or published elsewhere. The manuscript must not contain any libellous or unlawful statements or in any way infringe the rights of others.

## Ethical Guidelines

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All authors must declare that they have read and agreed to the content of the submitted manuscript. Authors must declare all potential competing interests involving people or organisations that might reasonably be perceived as relevant. Plagiarism in any form constitutes a serious violation of the most basic principles of scholarship and cannot be tolerated.

## Review Policy

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All manuscripts shall undergo a double blind reviewing policy, where both the referee and author remain anonymous throughout the process.

## Language

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Manuscripts should be written in English or Croatian. Both American and British English are accepted, but not the mixture of these.

## Article Structure

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Manuscripts should be between 5000 and 6000 words in length (including references, tables and figures). Manuscripts should be written in Times New Roman font; size 12; 1.5 line spacing; all pages should be numbered appropriately. The text of the article should include the following: title page, abstract, keywords, main text; acknowledgements, references, appendices, tables with captions; figure captions (as a list). Divide your article into clearly defined and numbered sections. Subsections should be numbered 1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. Any subsection may be given a brief heading. Each heading should appear on its own separate line.

## Title

The title phrase should be brief.

List authors' full names, affiliations of authors (position, department, name of institution, full postal address), e-mails and phone numbers of all authors. One author should be identified as the corresponding author.

Please supply a short biographical note for each author (approximately 100 words per author) and a photograph.

## Abstract

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The abstract should be less than 150 words. It should have approximately six key words.

## Tables and figures

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Tables should have a short descriptive title above the table.

Figures / graphs should have a short descriptive title below the figures / graphs.

The unit of measurement used in a table should be stated.

Tables, figures / graphs should be numbered consecutively.

Figures/graphs should be prepared in GIF, TIFF or JPEG.

Tables and figures /graphs should be appropriately cited in the manuscript.

## Reference Style

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Manuscripts should be prepared according to the style of the American Psychological Association (APA), 6th edition. References must be incorporated into the text (not in end note format).

## Quoting

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### Direct quotation

use quotation marks around the quote and include page numbers

*Example:*

Michelson and Stacks (2007, p. 3) contended „it has long been held by public relations practitioners that public relations media placements have a relative value advantage over advertising when the message is employed by both or similar“ in a multiplier effect.

### Indirect quotation/paraphrasing

no quotation marks. Page numbers are optional when paraphrasing, although it is useful to include them.

*Example:*

Wright and Hinson (2009) categorize social media tools to include the following: blogs, forums or message boards, micro-blogging sites, photo sharing sites, podcasts, RSS (really simple syndication), search engine marketing/results, social bookmarking, social networking sites, video sharing sites, and Wikis.

### Citations from a secondary source

*Example:*

As Hall (1977) asserts, „culture also defines boundaries of different groups“ (as cited in Samovar, Porter, 1997, p. 14).

Please ensure that every reference cited in the text is also present in the reference list (and vice versa).

## Reference list

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References should be listed in alphabetical order at the end of the paper.

*Examples:*

### Book

Tomić, Z. (2008). *Public relations: theory and practice*. Zagreb, Sarajevo: Synopsis.

### Book with two or more authors

Heath, R., Coombs, T. (2006). *Today's Public Relations – An Introduction*. Thousand Oaks: Sage Publications.

### Book chapter in edited book

Sriramesh, K., Verčič, D. (2012). Introduction. In: Sriramesh, K., Verčič, D. (Eds.), *Culture and public relations: Links and implications* (pp. 1-7). New York and London: Routledge.

### Journal article - academic/scholarly

Stohl, C., Cheney, G. (2001). Participatory Processes/Paradoxical Practices: Communication and the Dilemmas of Organizational Democracy. *Management Communication Quarterly*, 14(3), 349-407.