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GUIDELINES FOR NEW PAPER SUBMISSIONS

- Papers should be 7,000 words or less, excluding references and any web appendices. Exceptions are possible in select cases by emailing the Editor.
- Please do not include authors' names within the manuscript, as papers undergo double-blind review.
- Include a web appendix with any information that is useful, but not central, to your paper (*e.g.*, stimuli, scale items, etc.).
- Authors should submit their manuscript as a Word file. Figures and tables can be placed either within the text or at the end of the paper.
- Include details on how you obtained your data and any controls (*e.g.*, attention checks, etc.) used to ensure quality. We are open to data from any source, provided the data is appropriate to your study design and research questions.
- Authors are welcome to use any paper format, but all papers should include key elements necessary for peer review (abstract, 3-5 management slant bullet points summarizing key findings for practitioners, keywords, introduction, methods, results, theoretical implications, managerial implications, references, tables and figures).
- Please do not use acronyms (unless they are very well-known) and minimize use of jargon.
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- If a paper is accepted, authors will be asked to revise their paper to follow *JAR*'s Guidelines for Accepted Papers (found below).

GUIDELINES FOR ACCEPTED PAPERS

- Titles should be comprised of both a 100-character main title and a 100-character subtitle. Include words that will make your article easy to search for and discover.
- Include any acknowledgements of financial or technical assistance at the bottom of the title page.
- After the title page, include biographies of up to 100 words of each author including their title, research specialties, and academic research journals and/or conferences where their work is published. Biographies may be edited for publishing.
- Ensure your abstract is 100 words or less, and that it mentions your key findings.
- Immediately after the abstract, include 3-to-5 “management slant” bullet points summarizing key findings for practitioners
- Include 3-to-6 keywords
- Revise your paper to use short, simple sentences in American English, and avoid siloed jargon and use of acronyms (unless they are widely used; *e.g.* ASMR, but spell it out on first reference). This will make your writing accessible to a broader, global audience.
- Revise your paper to use the active voice (except for the methods section).
- Submit editable (Microsoft Office-compatible) files for all tables and charts. Any photos or screenshots should be high resolution (minimum 190 mm wide at 300 dpi)
- Check that references are used to support an argument. For example, write “Black is white (Precourt, 2013)” rather than “Precourt (2013) found that black is white.”
- Check that in-text references use authors’ last names and date only in parentheses. For example: “Black is white (Precourt, 2013)”
- Check that all references are included and listed alphabetically by first author’s last name at the end of the paper in the reference section. See examples below (please check a recent issue of *JAR* for more):
 - Phelps, J. E., R. Lewis, L. Mobilio, D. Perry, and N. Raman. “Viral Marketing or Electronic Word-of-Mouth Advertising: Examining Consumer Responses and Motivations to Pass Along Email.” *Journal of Advertising Research* 44, 4 (2004): 333–348.
 - Hair, J. F., W. C. Black, B. J. Babin, R. E. Anderson, and R. L. Tatham. *Multivariate Data Analysis*, 6th ed. Upper Saddle River, NJ: Prentice Hall, 2006.
 - Hetter, C. “Implications of New Interactive Technologies for Conceptualizing Communication.” In *Media Use in the Information Age: Emerging Patterns of Adoption and Computer Use*, J. L. Salvaggio and J. Bryant, eds. Hillsdale, NJ: Lawrence Erlbaum Associates, 1989.