



台灣行銷科學學會

Taiwan Institute of Marketing Science

10479 台北市中山區合江街 53 號 (自強大樓) 4 樓 405 室

電話：02-2517-3416 傳真：02-2515-1416

網址：http://www.tims.org.tw

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## Publication Ethics and Publication Malpractice Statement

### Duties of Publisher

#### Publication Decisions

TJMS editorial team, in consultation with the journal or journal collection's editor, is responsible for deciding which submitted articles should be published. The editorial team may confer with the journal editor and will strongly consider peer reviewers' comments and recommendations as part of this decision-making process.

#### Fair Play

Submitted papers will be evaluated according to their intellectual merit, without regard to the race, gender, sexual orientation, religious beliefs, ethnic origin, citizenship, political philosophy, or institutional affiliation of the author(s).

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Editorial staffs will not disclose any information about a submitted paper to anyone other than the corresponding author, reviewers, potential reviewers, or other editorial advisors.

#### Disclosures of Conflicts of Interest

Unpublished material must not be used in an editor's own research without the written consent of the author.

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Recommendations by anonymous peer reviewers are the single most important determining factor in whether a paper is accepted for publication. They may also help the author improve a paper that has been accepted pending revisions.

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### **Promptness**

Peer reviewers are asked to complete their reviews within six to eight weeks of receiving a refereeing assignment. If they cannot complete the report within six to eight weeks, they may ask for an extension.

### **Confidentiality**

Any paper received for review will be treated as confidential. It must not be shown to or discussed with others except as authorized by TJMS editorial team.

### **Standards of Objectivity**

Reviews should be conducted objectively. Personal criticism of the author is inappropriate. Reviewers should express their views clearly with supporting arguments.

### **Acknowledgment of Sources and Identification of Possible Plagiarism**

Reviewers should identify relevant published work that has not been cited by the authors. Reports of statements, observations, or arguments that have been noted elsewhere should be accompanied by a relevant citation. A reviewer should also call the editor's attention to any substantial similarity or overlap between the paper under consideration and any other published paper of which they have personal knowledge.

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If a peer reviewer feels unqualified to review a particular paper, he or she must notify the editor of TJMS to be excused from the assignment. Privileged information or ideas obtained through peer review must be kept confidential and not be used for personal benefit. Reviewers should not consider papers in which they have conflicts of interest resulting from competitive, collaborative, or other relationships or connections with any of the authors, companies, our institutions connected to the papers under review.



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## Duties of Authors

### Reporting Standards

Authors of reports of original research should present an accurate account of the work performed, as well as an objective discussion of its significance.

### Data Access and Retention

Authors are asked to provide the raw data in connection with the paper for editorial review, and should be prepared to provide public access to such data, whenever possible. In any event, authors should be prepared to retain such data for a reasonable amount of time after publication.

### Originality and Plagiarism

The authors should ensure that they have written entirely original work, and if the authors have used the work and/or words of others that this has been appropriately cited or quoted. Papers found to have plagiarized material will be withdrawn from publication consideration. If plagiarism is found after a paper is published, the publisher will contact the author for a response to the allegations. In cases of proven plagiarism or non-response/non-adequate response, the offending paper will be retracted and a statement from the publisher will be issued.

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### Acknowledgment of Sources

Proper acknowledgment of the work of others must always be given. Authors should cite publications that have been influential in determining the nature of the reported work.

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### **Authorship of the Paper**

Authorship should be limited to those who have made a significant contribution to the conception, design, execution, or interpretation of the reported study. All those who have made significant contributions should be listed as co-authors. Where there are others who participated in certain substantial aspects of the research project, they should be acknowledged and listed as contributors. The corresponding author should ensure that all appropriate co-authors and no inappropriate co-authors are included on the paper, and that all co-authors have seen and approved the final version of the paper and agreed to its submission for publication.

### **Disclosure and Conflicts of Interest**

All authors should disclose in their paper any financial or other substantive conflict of interest that might be construed to influence the results or interpretation of the paper. All sources of financial support for the project should be disclosed.

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