

FOR OFFICE USE: PAPER REFERENCE:

JOURNAL OF CUSTOMER BEHAVIOUR ARTICLE SUBMISSION FORM PAGE 1 OF 2

**PLEASE COMPLETE AND RETURN ONE COPY OF THIS FORM WITH YOUR SUBMISSION
PLEASE COMPLETE THE FORM IN BLOCK CAPITALS.**

Authors submitting a manuscript do so on the understanding that if it is accepted for publication, copyright in the paper exclusive shall be assigned to the Publisher. The Publisher will not put any limitations on the personal freedom of the author to use material contained in the paper in other works. For full details on Author rights please see our website <http://www.westburnpublishers.com/authors.aspx> Papers are accepted for the Journal on the understanding that they have not been or will not be published elsewhere in the same form, in any language. It is the author's responsibility to obtain clearance if they wish to use copyright material within their paper.

Submissions should be of 4000-6000 words (excluding display material and references) typed double-spaced on A4 paper. Pages (including those containing only figures and tables) should be numbered consecutively. The first page should consist of the title, authors' names and affiliations with full address information for each author and an indication of author for correspondence with their telephone/fax number/e-mail. The second page should comprise an abstract of the paper (c. 150 words), a list of 5-6 keywords and a biography for each author (c. 150 words each) detailing the authors' background, affiliations and interests. Display material must be numbered, captioned and cited in the text. Authors should avoid identifying themselves in the main body of the text. Submissions and articles accepted for publication will have to be submitted as an e-mail attachment with a single file (MS Word or Rich Text File) containing the complete manuscript (Title, text, figures, tables, appendices, references). Please ensure that the files are not saved as read only and virus-check all files before sending them.

CORRESPONDING AUTHOR DETAILS:

FIRST NAME	
LAST NAME	
TITLE	
ADDRESS	
POSTCODE	
COUNTRY	
TELEPHONE	
FAX	
EMAIL ADDRESS	

SUBMISSION INFORMATION

JOURNAL TITLE	Journal of Customer Behaviour
ARTICLE TITLE	

**PLEASE TURN OVER FOR THE SUBMISSION CHECKLIST WHICH MUST BE COMPLETED
AND RETURNED WITH YOUR SUBMITTED MANUSCRIPT**

Cont'd...

SUBMISSION CHECKLIST

Before submitting your manuscript, please ensure you have checked the following. You can find guidelines in full on all of these topics on our website <http://www.westburnpublishers.com/authors.aspx>

Please mark each box to indicate that you have completed each item:

<p>Author details: The first page should consist of the title, authors' names and affiliations with full address information for each author and an indication of author for correspondence with their telephone/fax number/e-mail. Authors should avoid identifying themselves in the main body of the text.</p>	
<p>Title: Please give your paper a title which clearly reflects the theme(s) of the paper</p>	
<p>Keywords: Please choose up to 6 keywords</p>	
<p>Abstract: Please provide an abstract of c. 150 words which should cover the following: Purpose of the paper/ design, methodology, approach / findings / originality and, if applicable, research limitations and implications / practical limitations and implications</p>	
<p>Heading Styles: Levels of headings should be clear. Main headings should be in capitals and subheadings in italics.</p>	
<p>Spelling, Grammar, Typography and English language: Please carefully check your paper for inconsistencies. British spellings should be used throughout and where there is an alternative use s- rather than z- endings. Authors, and particularly authors for whom English is not their primary language, may wish to consider having their manuscript professionally edited prior to submission. More details are on our website http://www.westburnpublishers.com/authors.aspx</p>	
<p>References: Ensure that references within the body of the paper and at the end of the paper are formatted correctly according to our specified guidelines. References are indicated in the text by the Harvard (name and date) system. It is important that references are as complete and accurate as possible to aid electronic reference linking.</p>	
<p>Figures and Tables Positioning: All figures and tables should be placed in position in the text and clearly labelled.</p>	
<p>Figures and Tables Quality: Figures should be provided in black and white. Electronic figures should either be copied and pasted from the origination software or saved and imported into the ms. Artwork may be submitted in the following standard image formats: .eps – Postscript, .ai – Adobe illustrator, .pdf – Adobe Acrobat portable document, .wmf – Windows Metafile. If you are unable to supply graphics in the formats listed above please ensure that they supplied as files at a resolution of at least 300 dpi and at least 10cm wide. Photographic images should be submitted electronically and should be saved as tif or jpeg files at a resolution of at least 300dpi and at least 10cm wide.</p>	
<p>Copyright Attributions: It is the author's responsibility to ensure that all necessary permissions have been granted to use copyright images and that the correct credit lines are given. Please see http://www.westburnpublishers.com/authors/copyright-and-permissions.aspx for more details.</p>	
<p>Electronic file for submission: Papers should be submitted to the appropriate editorial office as an e-mail attachment with a single file (MS Word or Rich Text File) containing the complete manuscript. Ensure that all tracked changes or comments are removed prior to submission. Files must not be read only and should be virus checked. Files should be named with the surname of the lead author and the journal code for submission (JCB).</p>	

TO SEND THE COMPLETED FORM WITH YOUR MANUSCRIPT TO THE EDITORIAL OFFICE CLICK ON THE BUTTON BELOW. THIS WILL CREATE AN EMAIL TO THE EDITORIAL OFFICE WITH THIS FORM AS AN ATTACHMENT. YOU CAN ADD YOUR OWN MESSAGE TO THIS AND THEN ALSO ATTACH YOUR MANUSCRIPT BEFORE SENDING. ALTERNATIVELY SAVE THE COMPLETED FORM AND SEND THIS WITH YOUR PAPER TO THE FOLLOWING EMAIL ADDRESS:

Journal of Customer Behaviour jcbeditorial@westburn.co.uk

**EDITORIAL OFFICE – JOURNALS, WESTBURN PUBLISHERS LTD, 23 MILLIG STREET,
HELENSBURGH, ARGYLL, G84 9LD, SCOTLAND, UK
Tel: +44 1436 678 699 Fax: +44 1436 670 328**