

Pan-European University Apeiron, Faculty of Business Economics

“Economy and Market Communication Review – Journal of Economics and Market Communications”

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About the Journal

The international scientific journal “*Economy and Market Communication Review – Journal of Economics and Market Communications*” (ISSN 2232-8823 print; ISSN 2232-9633 online) was founded in 2011. Economics, sustainable economic and social development, as well as market communications represent the central areas of interest of contemporary societies.

With a focus on the Southeast Europe region, the journal publishes scientific and professional papers covering a wide range of topics in the fields of global economics, business economics, social development, markets and competition, consumers, media and business communication, new technologies, management, marketing, business law, logistics, and the digital economy. The aim is to expand and enhance existing knowledge, stimulate academic debate, and encourage critical reflection on contemporary issues in these areas.

The journal addresses these topics from the perspectives of various theories, policies, and practices and promotes an interdisciplinary approach. *Economy and Market Communication Review (EMC Review)* is an international, peer-reviewed, open-access journal (OAJ) committed to the highest professional and ethical standards, including zero tolerance for plagiarism and other unacceptable practices.

Publication Frequency and Submission Deadlines

The journal is published four times a year (March, June, September, and December). Manuscript submission deadlines are:

- January 31 for the March issue
- April 30 for the June issue
- July 31 for the September issue
- October 30 for the December issue

Manuscripts are submitted via the Open Journal Systems (OJS) platform. Submitted manuscripts must not be under review and/or published in another journal.

Upon submission, authors must designate the corresponding author responsible for communication throughout all stages of the review and publication process and provide telephone numbers, email address, and full postal address. A maximum of five authors may

contribute to one manuscript. One author may participate as an author or co-author in a maximum of two manuscripts per issue.

Language and Review Requirements

Manuscripts must be submitted to the editorial office (and are published) in English. Only manuscripts fully compliant with the *Instructions for Authors* and positively evaluated by at least two independent anonymous reviewers (*Instructions for Reviewers*) may be published.

Authors must adhere to scientific and professional methodology in manuscript preparation. All submitted manuscripts are subject to evaluation by members of the Editorial Board and, where necessary, by external experts for manuscripts with specific content.

Following evaluation, the Editor-in-Chief submits proposals to the Editorial Board regarding:

- which manuscripts should be rejected;
- which manuscripts should be returned to authors with suggestions, recommendations, and comments for improvement prior to peer review;
- which manuscripts should be forwarded to the peer-review process.

Authors are informed of Editorial Board decisions via an automatically generated message or discussion on the OJS platform.

Authorship Declaration and Editorial Processing Fees

Upon manuscript submission via the OJS platform, authors are required to sign an *Authorship and Copyright Statement*. By doing so, the author confirms the originality of the manuscript and authorship and accepts the peer-review process and related costs. The editorial office will issue an invoice to the corresponding author for payment of editorial processing fees.

The editorial processing fee for one manuscript amounts to **EUR 100 (BAM 195.58)** for the first author whose manuscript is submitted for publication in the scientific journal, and **EUR 60 (BAM 117.35)** for each additional author (second to fifth). The manuscript will not be sent for peer review until the signed statement and proof of payment have been submitted.

Peer Review Procedure

Manuscripts submitted for peer review are evaluated by at least two anonymous reviewers. Anonymity means that reviewers do not know the identity of the authors, nor do authors know the identity of the reviewers.

Following the review process, if requested by reviewers, the manuscript is returned to the authors for revision. In addition to incorporating reviewers' comments and suggestions, authors are required to submit a cover letter detailing the revisions made and indicating the pages on

which changes were introduced. The revised manuscript and cover letter are submitted to the Editorial Board via the OJS platform. Upon resubmission, the manuscript may also be returned to reviewers for further evaluation.

In cases where reviewers' recommendations regarding publication and/or manuscript categorization are not mutually consistent, the final decision is made by the Editorial Board upon the proposal of the Editor-in-Chief.

Article Categories

Based on reviewers' recommendations and Editorial Board decisions, manuscripts are classified into the following categories:

1. **Original Scientific Paper** – containing previously unpublished results of original scientific research;
2. **Review Scientific Paper** – providing an original, concise, and critical overview of a specific research field, contributing to existing literature;
3. **Preliminary Report** – a brief preliminary report of original scientific research presenting new results suitable for rapid publication;
4. **Professional Paper** – presenting useful professional contributions that do not necessarily constitute original scientific research.

Plagiarism Check

An integral part of the editorial process is plagiarism screening using anti-plagiarism software. Upon request, authors may be issued an official confirmation regarding the status of their manuscript. Detailed instructions regarding technical formatting and the recommended manuscript structure are provided in the section *Structure and Formatting of the Manuscript*.

Structure and Formatting of the Manuscript

Title Page

The title page must include the title of the paper, author name(s), author affiliation(s), ORCID ID, institution name and address, position, and contact details.

The first page must include the title of the paper, abstract, keywords, and JEL classification.

Abstract

The abstract must contain **150–300 words**, written in the third person, in a single paragraph, and must include:

1. research objective;
2. research methodology;
3. main research results;
4. research conclusion.

Keywords

Keywords must reflect the essence of the paper. Up to five keywords may be listed.

JEL Classification

The JEL classification must be listed below the keywords, in accordance with the *Journal of Economic Literature* classification (available at: <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>).

Recommended Manuscript Structure

1. Introduction

Defines the research problem, subject, and objectives, as well as the motivation for conducting the research. The introduction also presents the research hypothesis or hypotheses, which are addressed in the concluding section. The introduction concludes with an outline of the paper structure.

2. Literature Review

Provides an overview of relevant literature and key findings or results of previous research. Exceptionally, the literature review may be included in the introduction.

3. Methodology

The methodology must be presented clearly and precisely, identifying any

methodological contribution by the author and enabling replication by other researchers.

4. **Empirical Data**

Empirical data represent the documentary basis of the conducted research.

5. **Results and Discussion**

This section explains the research results, compares them with similar studies, analyzes limitations in their interpretation, and discusses their significance and implications.

6. **Conclusion**

The conclusion is the final section of the paper and must not be equated with the abstract. It should address the initial hypothesis, evaluate research results and contributions, discuss limitations and challenges, provide directions for future research, and offer recommendations derived from the findings. Like the abstract, the conclusion is written in a single paragraph.

References

APA style must be used for in-text citations and the reference list (<http://www.apastyle.org>).

The reference list must appear at the end of the manuscript and may include only sources cited in the text. A minimum of 15 references is required. References should be recent and include DOI numbers where available.

Authors are encouraged to cite papers previously published in *EMC Review* (<http://www.emc-review.com>).

(Citation examples translated and formatted in accordance with APA standards.)

Technical Instructions

Manuscripts must be prepared in Microsoft Office Word format (MS Word 95 or later). The page format is A4 with single spacing (1), including footnotes and references, and margins of 2.5 cm. The font must be Times New Roman, size 12.

The text must be fully justified, with paragraphs separated by a single blank line. The manuscript length must not exceed 30,000 characters or 16 pages. With Editorial Board approval, manuscripts may be extended up to 50,000 characters.

The manuscript must be written in standard academic English. The paper title must be written in bold uppercase letters, font size 16. Author names must be written in bold, font size 14. Section headings from Introduction to Conclusion must be bold and unnumbered. Subheadings may extend to the third level.

Figures, tables, equations, and graphs must be clearly prepared and include a title, source, and number. They must be numbered consecutively using Arabic numerals. Titles are placed above

figures, tables, equations, or graphs in bold, font size 11, while sources are placed below in font size 10.

Footnotes may be used only for explanatory purposes, not for citing references. In accordance with APA standards, references in the text must include the author's surname and year of publication, e.g., (Rodrik, 2008), and page numbers for direct quotations, e.g., (Rodrik, 2008, p. 78). For two authors, both surnames are listed; for more than two authors, only the first author is listed followed by *et al.* All cited references must appear in the reference list.

Authors must use the MS Word “References” tool (Style: APA) or equivalent reference management software. Manuscripts not prepared using these tools will be returned to authors for correction.

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