



SUBMISSION GUIDELINES INSIGHTS 2018

Submitting to Insights

Insights encourages the submission of articles that bear directly on neuromarketing theory and issues, as well as the application of neuromarketing in business practice. We welcome the use of visual images to illustrate the text. The length of articles is normally no greater than **1000 words**, including references. Please review the themes mentioned below in preparing your article for submission. If you have any questions or if you need assistance, please feel free to contact the NMSBA by emailing Insights@nmsba.com.

What are we looking for?

INSights magazine is a publication dedicated to presenting the latest knowledge in neuromarketing science and practice. Our audience is purchasers of neuromarketing research, neuromarketing practitioners, and academics engaged in marketing and consumer research. Our aim is to build bridges between science and business.

We realize that the criteria for acceptance in business and academic research can be quite different and we aim to publish articles that find a balance between the two. The bridge, we believe, is solid theory. To quote the famous inventor/painter/architect Leonardo da Vinci: "There is nothing more practical than a good theory."

Neuromarketing research designed only to help business make marketing or product decisions often lacks the sample sizes, statistical tests, and control groups required for generalizability to other business contexts. INSights aims to publish results with wider purposes, specifically, to help research buyers and vendors identify and apply scientifically-rigorous, generalizable research techniques and findings. INSights can only be a valuable resource for the industry if it is a reliable source of useful information. This means the research articles we publish should follow the basic structure of scientific publications: problem statement, hypotheses tested, tests conducted, results observed, and interpretations applied. Authors should address issues of validity and generalizability, helping readers understand the limitations of their results, and how, why, and where their findings can be applied more generally.

We understand that the real world of customer decision making can be a messy, organic place. We realize that not all learnings and insights are backed up by thorough scientific research. Exploratory and experience-based insights and opinions can be enormously useful to our readers and help them think about pressing marketing challenges in new ways. We encourage authors to share such stories in our pages as opinion pieces and commentaries. These thought-pieces can be most useful when they are clear about the experiential sources of their views and any scientific support for the inferences they are drawing, so we can give the reader enough information to evaluate their usefulness and applicability.

Below is an example of the kind of mix we are looking for: solid scientific principles and methodologies are applied to real business issues.

[E-Channel Differences in Selection Strategies on E-Channel shopping in our Online Shopper Brain issue #17](#)

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Instructions for Preparing a Paper for Publication

As you prepare your paper for publication in *INSights*, please observe the following:

1. *INSights* uses American spelling.
2. At the end of the text, add your name, e-mail address, and one or two sentences about yourself.
3. The amount of testimonials and advertising should be kept to a minimum, as we do not want the article to appear like an advertorial. Like most magazines, we strive for objective, balanced journalism.

Submission Requirements

Articles for submission must be well written in US English. We encourage grace as well as clarity. It is important that papers be copy-edited carefully before submission. Drafts are not acceptable. In order to ensure diversity of subject matter, approaches, and voices, papers by authors who have not published in *Insights* for at least a year prior to submission are normally given precedence.

In submitting work to *Insights*, authors agree that the material can be published in it with, of course, proper acknowledgment of authorship and source. The decision about publication of the editorial board is final.

Articles accepted for publication will be copyrighted by *Insights*. In sending work to *Insights* for possible publication, the submitter attests that the work is original and that he or she is the author, that it has not been published before, and that it is not under consideration for publication elsewhere.

Formatting the Article

The article should be prepared according to the following guidelines:

- (1) The length of articles is normally no greater than 1000 words but should not exceed 1500 words. An article exceeding the length limit will be returned to the author.
- (2) Font should be 11-point Arial, whether in normal, bold, or italic, including endnotes. Please do not insert line breaks in the text or special spacing for formatting.
- (3) The paragraph break should be indicated by an extra line space rather than an indentation at the beginning of a paragraph.
- (4) Accompanying images should be delivered separate from the text in 300 DPI resolution
- (5) Any references should be mentioned as endnotes in the article

Rights and Permission

It is the responsibility of the author to obtain permission for the use of any copyrighted material.

Acceptable File Types

Please submit texts in MS Word. If submitting from a Macintosh computer, please include the three-letter file extension in the file name of your article. PDF files are not acceptable.

Submitting an Article

An e-mail message with the article as an attachment to Insights should be sent to Insights@nmsba.com. Use "Submission" as the subject in the email address block. The message should include

- (1) the author's name
- (2) the title of the article
- (3) an abstract of no more than 150 words, and
- (4) any relevant information about the author, including institutional affiliation, mailing and e-mail addresses.

An acknowledgement will be sent indicating that the paper has been received.

Submitting Images

We always need images to go with an article. Photos should be high resolution (300 dpi) and of a good size. Photos should also have descriptions accompanying them. Please don't embed graphics in Word documents. Make them an attachment in the email. When downloading images from the internet, please be sure they are large enough for us to use at 300 dpi. When you're sending several images, please indicate which you would prefer us to use if we can't fit all of them in the article. Name each graphic by figure number (i.e., figure 1, figure 2).

Disclaimer

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Past and Upcoming Themes and Deadlines

- #16 Packaging** (June 2016)
- #17 Online Shopping** (September 2016)
- #18 Consumer Senses** (December 2016)
- #19 Trust** (April 2017)
- #20 Consumer Experience** (July 2017)
- #21 Segmentation** (October 2017)
- #22 Leisure, Hospitality and Tourism** (December 2017)
- #23 Emotional Marketing** – deadline for submissions March 10, 2018
- #24 Attention** – deadline for submissions June 10, 2018
- #25 Brain on Media** – deadline for submissions Sept 10, 2018
- #26 Branding** – deadline for submissions Dec 10, 2018