

Revista Portuguesa de Marketing // Portuguese Marketing Journal

Ethics Policy

Publishing Ethics

The main goal of this ethics policy is provide advice for authors, to maintain the scholarly integrity of RPM and their content, and detail the ethical responsibilities of publisher, editors, reviewers and authors.

All authors should to read and understand our ethics policy before submitting their work to RPM.

It is therefore important to agree upon standards of expected ethical behaviour for all parts involved in the act of publishing: the author, the editor, the reviewer and the publisher.

Duties of Authors

- A paper submitted for publication must be original, not published and/or submitted for publication in another Journal. This rule is not applied to communications in conferences.
- Ensure that all authors of paper are represented accurately.
- Provide accurate contact details of all authors, who shall be deemed by the publisher and editor as fully responsible for the authorship of the paper and all communications concerning the ethical status and originality of the paper.
- Ensure that all facts presented are true or based on recognized scientific research methods that have been applied ethically and consistently in order to ensure the quality of the results.
- Ensure that the paper fully complies with all applicable intellectual property rights and respect the right to privacy.
- Ensure that the paper, nor entirely, nor parts of it, has not been published elsewhere or is currently under evaluation at any other similar communication outfit (scientific journal, book, scientific conferences or practitioner journals, among others).
- All authors declare that they have participated in the research, that are responsible for its contents and results and that there is no conflict of interest regarding any statements made in their paper.
- Expect to sign a Term of Responsibility & Copyright Form on acceptance of their work, transferring to Revista Portuguesa de Marketing all right and interests and copyright of this paper, while keeping the moral rights for the contents.
- Clarify and comply with the editor and publisher in any requests for source data, proof of authorship or originality in a timely manner.
- Expect transparency, efficiency and respect from the publisher and the editor during the submissions process.
- When necessary, submit the necessary corrections in a timely and responsible fashion.
- Cooperate fully with the publication of errata and with the retraction of papers found to be unethical, misleading or damaging.
- Remain in good communication with the editor, publisher and any co-authors.

Duties of Editors

- Protect the reputation of RPM and published work by only publishing content of the highest quality and relevance.
- Carry out thorough, objective and confidential peer review for original paper submissions that pass the initial quality check and editorial assessment, according to RPM guidelines and ethics policy.
- Detail and justify any paper types which will not be peer reviewed (e.g. editorials, opinion pieces etc.).
- Provide a transparent review and publication process as far as is possible, with full respect and care paid to the authors.
- Provide advice and give reasonable explanation and updates to authors during the submissions process and once a decision has been made.
- Allow authors the right to appeal any editorial decision.
- Only accept papers based on the original merit, quality and relevance of their content.
- Be ready and prepared to publish corrections, errata when necessary, as well as retract papers that deem unethical, misleading or damaging.
- Remain in good communication with both the publisher and the authors.

Duties of Reviewers

- Only accept invitations to review work that is relevant to their own expertise and speciality.
- Review submitted work in a responsible, impartial and timely manner.
- Report any suspected ethical misconduct as part of a thorough and honest review of the work.
- Avoid the use of unnecessarily inflammatory or offensive language in their appraisal of the work.
- Accept the commitment to review the new versions of the work and provide advice to the editor.
- Seek advice from the editor if anything is unclear at the time of invitation.
- Remain in good communication with both the publisher and the editor.

Duties of the Publisher

- Protect the reputation of RPM and published work by only publishing content of the highest quality and relevance.
- Provide detailed information concerning both our understanding of publication ethics and our implementation of the same.
- Provide a transparent submissions and publication process, with full respect and care to the author. This includes detailed and dedicated instructions to authors, outlining referencing style, accepted paper types and submission processes.
- Investigate thoroughly any suggestion of ethical misconduct detected during any stage of the submissions process.
- When necessary, retract papers that we deem to be unethical, misleading or damaging.
- When necessary, publish corrections and errata.
- Remain in good communication with editors, authors and reviewers