

**PENNSYLVANIA JOURNAL OF BUSINESS AND ECONOMICS:  
DEVELOPMENTS AND DIRECTION**

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Clarion University of Pennsylvania

**ABSTRACT**

The Pennsylvania Journal of Business and Economics serves a diverse group of faculty and professionals with a common interest in the business discipline. While contributions are encouraged on a regional and national scope, the primary target of the Journal continues to be placed on the business and economics faculty from the fourteen Universities representing the State System of Higher Education in Pennsylvania. In particular our emphasis is towards members of the Association of Pennsylvania University Business and Economics Faculty (APUBEF).

The journal has recently seen a transition in Editors from Carole Anderson of Clarion University of Pennsylvania to Dr. Jonathan Kramer from Kutztown University. Dr. Kevin J. Roth of Clarion University continues to serve as co-editor. This paper describes recent changes and enhancements to the publication process surrounding the journal. It addresses both the initial and final submission guidelines for submission of an article. In addition, the paper highlights editor expectations and identifies several emerging issues related to the Pennsylvania Journal of Business and Economics. In particular, several areas of journal administration are identified and discussed to continue the improvement and quality of manuscript review, facilitate communication flow among participants, and direct efforts towards continuous quality improvement of the journal.

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**PENNSYLVANIA JOURNAL OF  
BUSINESS AND ECONOMICS**

The Pennsylvania Journal of Business and Economics is published by the Association of Pennsylvania University Business and Economics Faculty (APUBEF). The target audience consists of but is not limited to business or business related faculty and professionals from the fourteen SSHE schools including Bloomsburg, California, Clarion, Cheney, East Stroudsburg, Edinboro, Indiana, Kutztown, Lock Haven, Mansfield, Millersville, Shippensburg, Slippery Rock, and West Chester. The journal seeks articles from a wide diversity of business topics including Pennsylvania issues and pedagogical insights in both conceptual and empirical forms. The current movement is towards expanding submissions and readership beyond the State System of Higher Education in Pennsylvania.

**Editor Changes**

Dr. Kevin J. Roth, Professor of Administrative Science at Clarion University will continue his role as co-editor. He will coordinate all matters relating to the publication process surrounding the journal. Dr. Jonathan Kramer, Professor of Finance at Kutztown University has assumed the role of co-editor and coordinates the journal submission and review process. The editors would like to thank Dr.

Carole Anderson from Clarion University for her work as past editor supporting the continued development and improvement of our publication. Discussion is under way to add an associate editor who will have responsibility to screen papers both in terms of specific content and presentation style and clarity. It is the hope of the executive board that this individual will be in place for the next publication of the journal.

**Continuing the Expansion and Formalization of the Editorial Review Board**

The editors will continue the past practice of moving towards inclusion of one participating member from each of the fourteen State System schools to serve on a formal editorial review board. It is the intent to move towards the inclusion of additional Colleges/Universities who are actively participating in APUBEF and our annual conference. The overall objective is to create a diverse review board both in terms of geographic location and interest area.

Review Board responsibilities continue to include receiving a journal submission from the editors and personally reviewing or distributing the paper to an appropriate colleague at that school. The intent is to try to match the journal content with a reviewer that has expertise in that subject area. Members will thus be responsible for coordinating the review process for a given paper and ensuring the process is completed in a timely fashion (4 weeks). Reviewers will

ultimately be responsible for submitting review materials to the editors. Throughout the review process, all correspondence with the author(s) will be handled directly by the editors.

In addition, at the beginning of each fall term, the editorial board members will provide an updated list of business or business related dean, chair, and faculty listings for that particular school. Each year at the APUBEF conference, members will be able to provide input from their colleagues. Members will also coordinate posting of requests for papers each year. Editorial board members will serve annual terms and be requested each fall to continue or recommend a colleague from their institution to serve. Members will be listed in the journal as the "editorial review board" beginning spring of 2004.

### **Cabell's Directory**

The journal continues to appear in Cabell's Directory accenting the commitment to maintaining a journal of the highest possible quality. This directory listing not only helps to ensure such quality but promotes a broader recognition of our publication. Exhibit-A provides specific information on the journal as it that appears in the current edition of Cabell's. The next edition should reflect changes and enhancements recently made to our publication.

### **Initial Submission Requirements**

Authors interested in submitting an article must provide an original and three copies of their work that include an abstract but does not include author information. A separate page should be submitted with complete information on the author(s). All papers will continue to be subject to a double blind review process and review by the editor(s). The board has approved a twenty dollar submission fee to handle administrative costs associated with the publication.

### **First Submission Requirements**

Authors will be notified directly from the editor(s) upon acceptance or necessary revision of a paper. Any final recommendations made by reviewers/editors shall be incorporated into the final document submission. Final submissions generally will follow APA guidelines and submitted on disk along with a hard copy. The requirements for final submission are shown in Exhibit-B. In addition to the final submission, an author information form shall be submitted. This form is shown in Exhibit-C.

### **Article Review Process**

The PJBE exists due to the voluntary contributions of many individuals. We will continue to rely on volunteers to coordinate a double blind review process for each paper. Because we exist as an instrument specifically dedicated to serving APUBEF members, we suggest that reviews be positive where possible and comments be directed toward producing a publishable product. While comments can be made directly on a submitted paper, we need to continue the use of the completed review forms to provide consistent and sufficient feedback to the authors. Any comments along with the review form will be anonymously sent directly to the author. A copy of the reviewer evaluation form is provided in Exhibit-D.

### **Outcomes**

The editors anticipate several direct benefits from the changes and enhancements identified above. These modifications are specifically designed to facilitate more efficient and effective communication between editors and reviewers, review board members and reviewers, editors and authors, and editors and the general target audience. In terms of the review process with the proposed editorial board structure, we anticipate more concise matching of papers with expertise and improved turn-around time for our authors. The intent is to achieve increased participation in the process and the publication of the journal itself (editors, authors, editorial review board, reviewers, book review authors, invited article authors, etc.). We continue to move towards the consistent publication of one to two journals each year with an emphasis on continuous quality improvement.

**EXHIBIT – A  
CABELL’S GUIDELINES**

**Pennsylvania Journal of Business and Economics****ADDRESS FOR SUBMISSION:**

Kevin Roth  
Carole Anderson  
Co-Editors  
Pennsylvania Journal of Business and Economics  
Clarion University of Pennsylvania  
Clarion, PA 16214-1232  
USA  
Phone: 814-393-2055  
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E-Mail: kroth@clarion.edu  
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**CIRCULATION DATA:**

Reader: Academics  
Frequency of Issue: 2 Times/Year  
Copies per Issue: Less than 1,000  
Sponsor/Publisher: Association of Pennsylvania University Business and Economic Faculties  
Subscribe Price: 0.00 US\$ No Reply

**PUBLICATION GUIDELINES:**

Manuscript Length: 6-10  
Copies Required: One  
Computer Submission: Yes, if accepted  
Format: Corel WordPerfect 8.0 or Word  
Fees to Review: 0.00 US\$  
Manuscript Style:  
    American Psychological Association

**REVIEW INFORMATION:**

Type of Review: Blind Review  
No. of External Reviewers: 2  
No. of In House Reviewers: 1  
Acceptance Rate: 50%  
Time to Review: 2-3 Months  
Reviewers Comments: Yes  
Invited Articles: 0-5%  
Fees to Publish: 0.00 US\$

**MANUSCRIPT TOPICS:**

Accounting Theory & Practice; Auditing, Cost Accounting, Econometrics; Finance; Industrial Organization; Insurance

**MANUSCRIPT GUIDELINES/COMMENTS:**

The APUBEF Journal is a refereed journal aimed at publishing the papers of faculty from the business and economics disciplines within the State System of Higher Education Universities in Pennsylvania, or from business and economics faculty at comparable institutions from within Pennsylvania and from surrounding states. While theoretical works are encouraged, most published papers are empirical or pedagogical in nature.

**MANUSCRIPT STYLE:**

1. Papers must be submitted on a 3.5" micro-computer disk using Corel WordPerfect or Microsoft Word. Printer setup should be HP Laserjet. A high-quality hard copy of the paper must accompany your disk.
2. Use 10 point Times New Roman font for the body of the paper and all headings including the heading for references. Use 1" margins all around.
3. Single space the text. Double space between paragraphs and indent the first line five spaces using the tab key. Use full justification.

4. Spell-check before sending the paper and correct all grammatical errors. Also, edit the paper to address the comments and suggestions of the reviewers and editors.

### Specific Requirements

1. Start the manuscript with the full title, centered in capitals, bold print. Following a space, each author and university should be identified, one author per line. No titles (Dr., Mr., Mrs., etc.) are to be used, nor should rank be indicated. Please, no fancy type-styles other than ones specified.
2. After the last author's name and affiliation, double space, center and type the heading **abstract**, bold and all caps. All papers must have an abstract of no more than 150 words, which provides a brief synopsis of the paper.
3. The next heading is **Introduction**, bold and all caps. Double-space before and after. All major headings **MUST** follow this format. Secondary headings **MUST** be in bold print, left justified, first letter capitalized then lower case, with a space above and below each heading.
4. Mathematical expressions and notations should be used judiciously and all symbols should be identified.
5. Tables should be arranged sequentially in the order in which the tables are first mentioned in the text and placed at the end of the manuscript. Type the word Table and its arabic numeral flush left at the top of the table, double space, then type the table title flush left above the table. The explanatory notes to a table such as probability tables, explanations of acronyms, etc. should appear below the table. Use the same 10 point Times New Roman font as used in the text and the tab function to construct the tables. If a "camera-ready" table is to be used, send the original and not a reduced copy for incorporations in the journal.
6. Figures (such as graphs, drawings, photographs, and charts) must be consecutively numbered in arabic numerals, with their captions in the order they appear in the text. All illustrations must be camera-ready; photographs must be of professional quality, and drawings must be prepared in ink. Illustrations should be identified on the back in light pencil with the name of the author and the figure number.
7. Footnotes and endnotes are permitted, but not encouraged. In most cases, the material they contain can be incorporated in the text. If footnotes are used, use the automatic footnote function (control F7) and specify Time New Roman 10 point font for their text. Endnotes should be same 10 point Times New Roman font as the text and placed after the references.

### References

1. When citing references in the text, please use parenthesis, author's named, comma and data of publication, i.e., (Wilson, 1996. For up to three authors, cite each and use the "&" for 'and,' i.e., (Dawes, Dowling & Peterson, 1992). For more than three authors, use the surname of the first author followed by "et al." comma and the year, i.e., (Cravens et al., 1988). Multiple reference citations in a parentheses should be arranged alphabetically and a semicolon used to separate them, i.e., (Cravens et al, 1988; Dawes, Dowling & Peterson, 1992; Wilson, 1996). Text citations must correspond accurately to the references in the reference list.
2. References should be listed alphabetically at the end of the manuscript. References with the same authors in the same order are arranged according to the year of publication, the earliest first.
3. An American Psychological Association format is used for the references.

For a journal article:

Buzell, R. D., Gale, B. T., & Sultan, R G. M. (1975). Market share - a key to profitability. *Harvard Business Review*. 75-1, 97-106.

For a proceedings article:

Gronroos, C. (1983). Innovative marketing strategies and organization structures for service firms. *Emerging Perspectives on Services Marketing*. Berry, L. L., Shostack G. L., & Upah, G. D. eds. Chicago, IL: American Marketing Association. 9-21.

For a book:

Czepial, J. A. (1992). *Competitive Marketing Strategy*. (258-263) Englewood Cliffs, NJ: Prentice-Hall.

For more information and examples please refer to the *Publication Manual of The American Psychological Association*.

**EXHIBIT - B**  
**PENNSYLVANIA JOURNAL OF BUSINESS AND ECONOMICS**  
**MANUSCRIPT STYLE**

1. Papers MUST be submitted on a 3.5" micro-computer disk using Corel WordPerfect or Microsoft Word. Printer setup should be HP Laserjet. A high-quality hard copy of the paper MUST accompany your disk.
2. Use 10 point Times New Roman font for the body of the paper and all headings including the heading for **REFERENCES**. Use 1" margins all around.
3. Single space the text. Double space between paragraphs and indent the first line five spaces using the tab key. Use full justification.
4. Spell check before sending the paper and correct all grammatical errors. Also, edit the paper to address the comments and suggestions of the reviewers and editor.

**SPECIFIC REQUIREMENTS**

1. Start the manuscript with the full title, centered in capitals, **bold** print. Following a space, each author and university should be identified, one author per line. No titles (Dr., Mr., Mrs. etc.) are to be used, nor should rank be indicated. Please, no fancy type-styles other than ones specified.
2. After the last author's name and affiliation, double space, center and type the heading **ABSTRACT**, bold and all caps. All papers MUST have an abstract of no more than 150 words, which provides a brief synopsis of the paper.
3. The next heading is **INTRODUCTION**, bold and all caps. Double space before and after. All major headings MUST follow this format. Secondary headings MUST be in bold print, left justified, first letter capitalized then lower case, with a space above and below each heading.
4. Mathematical expressions and notations should be used judiciously and all symbols should be identified.
5. Tables should be arranged sequentially in the order in which the tables are first mentioned in the text and placed at the end of the manuscript. Type the word Table and its arabic numeral flush left at the top of the table, double space, then type the table title flush left above the table. The explanatory notes to a table such as probability tables, explanations of acronyms, etc. should appear below the table. Use the same 10 point Prestige Elite font as used in the text and the tab function to construct the tables. If a "camera-ready" table is to be used, send the original and not a reduced copy for incorporation in the journal.
6. Figures (such as graphs, drawings, photographs, and charts) must be consecutively numbered in arabic numerals, with their captions in the order they appear in the text. All illustrations must be camera-ready; photographs must be of professional quality, and drawings must be prepared in ink. Illustrations should be identified on the back in light pencil with the name of the author and the figure number.
7. Footnotes and end notes are permitted, but not encouraged. In most cases, the material they contain can be incorporated in the text. If footnotes are used, use the automatic footnote function (control F7) and specify a Times New Roman 10 point font for their text. End notes should be in the same 10 point Times New Roman font as the text and placed after the references.

**REFERENCES**

1. When citing references in the text please use parenthesis, author's name, comma and date of publication, i.e., (Wilson, 1996). For up to three authors, cite each and use the "&" for "and", i.e., (Dawes, Dowling & Peterson, 1992). For more than three authors, use the surname of the first author followed by "et al." comma and the year, i.e., (Cravens et al., 1988). Multiple reference citations in a parentheses should be

arranged alphabetically and a semi-colon used to separate them, i.e., (Cravens et al., 1988; Dawes, Dowling & Peterson, 1992; Wilson, 1996). Text citations must correspond accurately to the references in the reference list.

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Buzzell, R. D., Gale, B. T., & Sultan, R.G.M. (1975). Market share - a key to profitability. Harvard Business Review, 75-1, 97-106.

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Grönroos, C. (1983). Innovative marketing strategies and organization structures for service firms. Emerging Perspectives on Services Marketing, Berry, L.L., Shostack G.L., & Upah, G.D. eds. Chicago, IL: American Marketing Association. 9-21.

For a book:

Czepiel, J.A. (1992). Competitive Marketing Strategy. (258-263) Englewood Cliffs, NJ: Prentice-Hall.

For more information and examples please refer to the Publication Manual of the American Psychological Association.

**EXHIBIT - C**  
**AUTHOR INFORMATION FORM**

Information is needed to provide a footnote about each author of the form:

Timothy L. Wilson, Case-WRU, is Professor of Marketing at Clarion University where he teaches Industrial Marketing and Graduate Marketing Courses. His present research interests primarily include the marketing of business services and after-sales services. This work was supported in part by a university sabbatical during the 1996 spring semester.

Thus, please provide for each author:

Author's Name -

Position -

University from which highest degree was obtained -

Present research interests -

Courses commonly taught -

Funding Source for this research (if applicable) -

**EXHIBIT – D  
REVIEWER EVALUATION FORM**

EDITORIAL OFFICE OF THE PENNSYLVANIA JOURNAL OF BUSINESS & ECONOMICS

Paper Number \_\_\_\_\_ Date Mailed for Review \_\_\_\_\_  
 Reviewer Number \_\_\_\_\_ Date Review Needed \_\_\_\_\_

Circle the appropriate number by each evaluation statement that is relevant to this manuscript. Omit the statements that are inappropriate. Please add other items that would be appropriate in evaluating this manuscript. After completing all appropriate statements, calculate the “average” in the space provided.

	Strongly Agree							Strongly Disagree						
<u>With reference to the subject of this manuscript:</u>														
1. The subject is conceptually and technically sound.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
2. The subject of the manuscript is timely.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
3. The subject of the manuscript is important.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
4. Treatment of the subject is innovative.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
5. The subject would be interesting to PJBE readers.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
<u>With reference to the overall presentation:</u>														
6. The manuscript is well written.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
7. The purpose and objectives of the manuscript are clear.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
8. The purpose and objectives of the manuscript are successfully achieved.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
9. The manuscript is well organized.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
<u>With reference to the presentation of the subject material</u>														
10. The manuscript is practically-oriented, or highly theoretical. It is high quality research.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
11. The manuscript is appropriate for the PJBE (useful and understandable to business and economics).	7	6	5	4	3	2	1	7	6	5	4	3	2	1
12. The manuscript indicates a thorough understanding of previous research and/or publications in this area.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
13. The manuscript indicates a thorough understanding of current practices in this area.	7	6	5	4	3	2	1	7	6	5	4	3	2	1
14. Adequate supporting data and/or examples are properly presented.	7	6	5	4	3	2	1	7	6	5	4	3	2	1



- 15. The manuscript indicates how findings can be used in business practices. 7 6 5 4 3 2 1
- 16. The manuscript contributes to the reader's understanding of the subject as it applies to business. 7 6 5 4 3 2 1
- 17. The manuscript contributes new information to the body of knowledge on business or economics. 7 6 5 4 3 2 1

For Quantitative Manuscripts Only

- 18. Statistics used are appropriate. 7 6 5 4 3 2 1
- 19. The level of presentation is appropriate to the PJBE, i.e. not overly statistical or complex. 7 6 5 4 3 2 1
- 20. Sampling methodology is sound. 7 6 5 4 3 2 1
- 21. The research methodology is conceptually and technically sound. 7 6 5 4 3 2 1
- 22. Findings are appropriate given the research. 7 6 5 4 3 2 1
- 23. Findings are clearly presented. 7 6 5 4 3 2 1

Other statements (that help with evaluation):

- 24. \_\_\_\_\_ 7 6 5 4 3 2 1
- 25. \_\_\_\_\_ 7 6 5 4 3 2 1

Sum of all scores from above ratings: \_\_\_\_\_

Number of statements evaluated: \_\_\_\_\_

Average score (sum of scores/number of statements) \_\_\_\_\_

What is your overall evaluation of the paper? (Note: Acceptance with revisions will require further review by editorial board members or editor.)

- \_\_\_\_\_ Accept as it
- \_\_\_\_\_ Accept with minor suggested revisions
- \_\_\_\_\_ Reject in its present form, but note manuscript has potential
- \_\_\_\_\_ Reject

Send your written comments and this form (an original and one copy of each) to me. Your critique should be constructive (civil) and in sufficient detail so that the author can follow your line of reasoning. It would be helpful if the critique were related to specific evaluation statements (where applicable). Your comments should include an overall summary of your evaluation, strengths and weakness of the manuscript, and suggested changes. The intent of the comments is to give the editor a more complete appraisal of the manuscript and to provide useful information to the author for use in revising the manuscript. One copy of the evaluation form and comments will be sent to the author without your identity. **DO NOT IDENTIFY YOURSELF BY NAME ON THIS FORM OR IN THE COMMENTS.** Please return this form with your comments.