SUBMISSION GUIDELINES

The mission of *Sport & Entertainment Review* (*SER*) is to become the outlet for the best new ideas for people creating, leading, and transforming sport and entertainment organizations and businesses. *SER* seeks to be one of the world's leading journals on publishing cutting-edge, authoritative thinking on the key issues facing executives in the world of sport and entertainment.

Articles published in *SER* will cover a wide range of topics that are relevant to the different industries in sport and entertainment (such as professional sport, live performances, music, theater, dance and art, etc.) around the world. To further enhance these industries, we invite authors to write about theoretical concepts in *leadership, organizational change, negotiation, strategy, operations, marketing, finance, sales, human resource,* and *event and project management*. Preference will be given to authors able to draw upon previous research they conducted in a particular area and are able to show how their previous studies furthered the understanding of this particular area.

While we encourage diversity in all subjects, all *SER* articles will have certain elements in common: (1) they are written for senior managers who benefit by the content and the article clearly articulates how the knowledge can be applied to the workplace; (2) the ideas presented in the articles can be translated into action and have been tested in a sport and entertainment industry context. Proposals that demonstrate fresh thinking that advances previous knowledge whose practical application has been thought through in clear, jargon-free language are those most likely to meet the readers' needs.

Proposals should answer the following questions:

1. What is the central message of the article you propose to write? What is important, useful, new, or counterintuitive about your idea? Why do managers need to know about your idea?
2. How can your idea be applied in business today?
3. For which kinds of companies would your idea work especially well? For which kinds of companies would the idea NOT work well? Why?
4. What research have you conducted to support the argument in your article?
5. Upon what previous work (either of your own or that of others) does this idea build?
6. What is the source of your authority? What academic, professional, or personal experience will you draw on?
7. What is the applicability of your idea beyond your own discipline of sport or entertainment, and how can it benefit the other fields in sport and entertainment? (e.g. if your study originates in sport, how can it benefit managers working in music, theater, arts, or live performance, and vice versa.)

The proposal should address the questions above (it does not need to be written in question-and-answer format) in a narrative outline (500-750 words). The outline should describe the structure of the article and detail each important point in a separate paragraph (excluding reference list).

Provide not just a sense of your primary ideas, but of how the logic of the ideas will flow. Points should be illustrated with real-world examples or one extended, detailed example.

Proposals will undergo blind peer-review to assess to what extent the proposal fits the submission guidelines of *SER*. This review process will take up to 4 weeks and could lead to three different decisions:

1. The proposal is accepted and the author(s) will be invited to submit a full article manuscript (3,000-5,000 words).
2. The reviewers provide positive feedback about the proposal, but invite the author(s) to alter the focus of the article and resubmit the proposal before moving on to a full review.
3. The reviewers decline the proposal.

The proposal needs to include the following elements in the order listed

1. Title of proposed article.
2. Authors name, institution, contact information.
3. Narrative (500-750 words). Narratives should be submitted in 12 point Times New Roman font, using American Psychological Association (APA) Guidelines.
4. Reference list.

If a proposal is accepted, authors will submit a full-length article (3,000-5,000) for the review process, using the APA guidelines. While it is the intention of the editorial board to accept each article at this point of the review process, acceptance is not guaranteed. Reviewers retain the right to reject the manuscript, particularly if the authors are unwilling or unable to incorporate reviewers' suggestions for revisions.

Proposals and all inquiries about reviews should be submitted electronically to *SER* editor Bob Heere via email at bheere@hrsm.sc.edu.