

Journal of Service Research

Impact Factor: 8.6

5-Year Impact Factor: 11.6

Submission guidelines



Submit manuscript

Please read the guidelines in full before submitting your manuscript. Manuscripts not conforming to these guidelines may be returned.

Visit Submission Site 

This Journal is a member of the [Committee on Publication Ethics](#).

The Journal recommends that authors follow the [Recommendations for the Conduct, Reporting, Editing, and Publication of Scholarly Work in Medical Journals](#) formulated by the International Committee of Medical Journal Editors (ICMJE).

Sage is committed to upholding the integrity of the academic record. We encourage authors to refer to the Committee on Publication Ethics' [International Standards for Authors](#) and view the [author responsibilities section](#) on the Sage Journal Author Gateway.

We also encourage you to familiarize yourself with our [Editorial Policies](#) and our [Publication Ethics Policies](#).

Sage Publishing disseminates high-quality research and engaged scholarship globally, and we are committed to diversity and inclusion in publishing. We encourage submissions and peer review from a diverse range of authors and reviewers from across all countries and backgrounds. [Read our diversity, equity, and inclusion pledge.](#)

There are no fees payable to submit or publish in this journal. Open access options are available – see below.

Please read the guidelines below then [submit your manuscript here](#).

Key information

Access: Subscription

Accepts preprints? Yes

Identity transparency: Double anonymized

Publishing fees and open access

There are no fees payable to submit or publish in this journal.

Figures submitted in color will be published in color in the online version of the journal at no cost. If you wish to have color figures in the printed version, fees will be supplied at production stages.

Optional open access publishing is available for a fee via the [Sage Choice program](#), and Open Access agreements, where authors can publish open access either discounted or free of charge depending on the agreement with Sage. Find out if your institution is participating by [visiting Open Access Agreements at Sage](#). Open Access agreement eligibility is determined by the corresponding author's affiliation matching an agreement at acceptance. For more information on Open Access publishing options at Sage please [visit Sage Open Access](#).

For information on funding body compliance, and depositing your article in repositories, please [visit Sage's Author Archiving and Re-Use Guidelines](#) and [Publishing Policies](#).

Open access fees do not cover page or color charges and are charged separately.

Preparing your manuscript for submission

Your article must be within the scope of the journal and be of sufficient quality. If not, it will not be reviewed. Please read the journal's [Aims and Scope](#) to see if your article is appropriate.

The manuscript must be your original work, you must have the rights to the work, and you must have obtained and be able to supply all necessary permissions for the reproduction of any copyright works not owned by you, including figures, illustrations, tables, lengthy quotations, or other material previously published elsewhere.

Article types

The Journal of Service Research (JSR) strives to publish the highest level of research relating to service. To be published in JSR, a manuscript must significantly advance theory and/or practice, provide managerially meaningful and generalizable empirical research, or provide new models or methods that can be used to improve service.

JSR publishes articles focused on service research, including but not limited to service marketing, service operations, service human resources and organizational design, service information systems, service innovation, customer satisfaction and service quality, electronic commerce, and the economics of service. Its purpose is to serve as a medium through which those with service research interests can exchange ideas and keep abreast of the latest developments pertaining to service research.

The journal strives to be international in scope, in keeping with the increased globalization of business; multidisciplinary, in keeping with the best management practices; and relevant to the business world in a majority of its articles.

Articles are encouraged from industry practitioners as well as academics. No particular research ideology is preferred, and quantitative, qualitative, managerial, and behavioral conceptual approaches are welcome.

Formatting your manuscript

Accepted file types

Manuscripts must be in Microsoft Word format only.

Title

Your manuscript's title should be concise, descriptive, unambiguous, accurate, and reflect the precise contents of the manuscript. A descriptive title that includes the topic of the manuscript makes an article more findable in the major indexing services.

Abstract

Please include a brief abstract of no more than 200 words substantively summarizing the article. This should be informative, giving the reader a 'taste' of the article. The

abstract must state key theoretical insights and at least one specific managerial insight.

Keywords

Please include a minimum of 4-5 keywords, listed after the abstract. Keywords should be as specific as possible to the research topic.

Artwork, figures, and other graphics

For guidance on the preparation of illustrations, pictures, and graphs in electronic format, please read Sage's [artwork guidelines](#).

Figures supplied in color will appear in color online regardless of whether or not these illustrations are reproduced in color in the printed version. If you have requested color reproduction in the print version, we will advise you of the costs on receipt of your accepted article.

Please ensure that you have obtained any necessary permission from copyright holders for reproducing any illustrations, tables, figures, or lengthy quotations previously published elsewhere. For further information including guidance on fair dealing for criticism and review, please see the [Frequently Asked Questions page](#) on the Sage Journal Author Gateway.

Title page

- **File Types:** Manuscripts must be in Microsoft Word format only.
- **Font [Including references]:** 12 point, Times New Roman. Double-spaced, left-justified. A tab indent should begin each paragraph.
- **Page Layout:** Use 1-inch margins on all sides.
- **Numbering:** Page numbers are to be placed in the upper right-hand corner of every page.
- **Page Maximum:** 50 pages, properly formatted and inclusive of title, abstract, keywords, text, references, tables, figures, footnotes, and non-web appendices. The 50-page maximum applies to all stages of the review process.
- **File Organization:** The title page and main document must be uploaded as two separate files. Do not use separate files for tables, references, or figures. These must be included at the end of your main document.
- **Author Anonymity:** The author's name should not appear anywhere except on the title page. JSR is a double-anonymize publication, therefore we must maintain the author's anonymity upon submission.
- **Reference List:** Hanging indent. No additional line space between references.

For details of manuscript preparation not covered in the following sections, see *The Chicago Manual of Style* (17th edition), Chicago and London: University of Chicago Press, 2017.

What goes where?

Cover Letter: This is optional. This can include your vision for the paper, suggestions for possible peer reviewers, and anything else you wish the editor to know. You do not submit this as a separate document of your manuscript; JSR's submission process in ManuscriptCentral will prompt you to type in or upload a "cover letter" explicitly.

Title Page. Name of author(s), title, and 4-5 keywords; author(s) note, including present position, complete address, e-mail address, and any acknowledgement of financial or technical assistance. This should be its own, free standing document.

Main Document

- **Abstract.** Title of paper (without author's name) and a brief abstract of no more than 200 words substantively summarizing the article. This should be informative, giving the reader a "taste" of the article. The abstract must state key theoretical insights and at least one specific managerial insight.
- **Body.** The text, with major headings centered on the page and subheadings flush with the left margin. Major headings should use all uppercase letters; side subheadings should be typed in upper and lowercase letters. The percent sign (%) should be used.
- **Tables and Figures.** Each table or figure should be prepared on a separate page and grouped together at the end of the manuscript. The data in tables should be arranged so that columns of like materials read down, not across. Nonsignificant decimal places in tabular data should be omitted. The tables and figures should be numbered in Arabic numerals, followed by brief descriptive titles. Additional details should be footnoted under the table, not in the title. Figures must be clean, crisp, black-and-white, camera-ready copies. Avoid the use of gray-scale shading; use hatch marks, dots, or lines instead.
- **References.** Double-spaced in alphabetical order by author's last name.

Reference Citations Within Text

Citations in the text should include the author's last name and year of publication enclosed in parentheses without punctuation, for example (Kinsey 1960). If practical, the citation should be placed immediately before a punctuation mark. Otherwise, insert it in a logical sentence break.

If a particular page, section, or equation is cited, it should be placed within the parentheses, for example, (Kinsey 1960, p.112). For multiple authors, use the full, formal citation for up to three authors, but for four or more use the first author's name with "et al." For example, use (White and Smith 1977) and (Brown, Green, and Stone 1984). For more than three authors, use (Hunt et al. 1975) unless another work published in that year would also be identified as (Hunt et al. 1975); in that case, list all authors, for example, (Hunt, Bent, Marks, and West 1975).

Reference List Style

Please see here for Reference List examples: <https://journals.sagepub.com/pb-assets/cmscontent/JSR/JSR%20Reference%20List%20Style%20-%20upd-1633445334.pdf>

Acknowledgments

If you are including an Acknowledgements section, this will be published at the end of your article. The Acknowledgments section should include all contributors who do not meet the criteria for authorship. Per [ICMJE recommendations](#), it is best practice to obtain consent from non-author contributors who you are acknowledging in your manuscript.

Writing assistance and third party submissions: if you have received any writing or editing assistance from a third-party, for example a specialist communications company, this must be clearly stated in the Acknowledgements section and in the covering letter. Please see the [Sage Author Gateway](#) for what information to include in your Acknowledgements section. If your submission is being made on your behalf by someone who is not listed as an author, for example the third-party who provided writing/editing assistance, you must state this in the Acknowledgements and also in your covering letter. **Please note that the journal editor reserves the right to not consider submissions made by a third party rather than by the author/s themselves.**

Statements and declarations

To ensure proper anonymization, please include a section with the heading 'Statements and Declarations' on your title page, after the Acknowledgements section [and Author Contributions section if applicable] including each of the sub-headings listed below. If a declaration is not applicable to your submission, you must still include the heading and state 'Not applicable' underneath. Please note that you may be asked to justify why a declaration was not applicable to your submission by the Editorial Office. This information will be added to the end of your published paper.

Ethical considerations

Please include your ethics approval statements under this heading, even if you have already included ethics approval information in your methods section. If ethical approval was not required, you need to explicitly state this. You can find information on what to say in your ethical statements as well as example statements on our [Publication ethics and research integrity policies page](#).

All papers reporting studies involving human participants, human data or human tissue must state that the relevant Ethics Committee or Institutional Review Board

approved the study, or waived the requirement for approval, providing the full name and institution of the review committee in addition to the approval number. If applicable, please also include this information in the Methods section of your manuscript.

Consent to participate

Please include any participant consent information under this heading and state whether informed consent to participate was written or verbal. If the requirement for informed consent to participate has been waived by the relevant Ethics Committee or Institutional Review Board (i.e. where it has been deemed that consent would be impossible or impracticable to obtain), please state this. If this is not applicable to your manuscript, please state 'Not applicable' in this section. More information and example statements can be found on our [Publication ethics and research integrity policies page](#).

Consent for publication

Submissions containing any data from an individual person (including individual details, images or videos) must include a statement confirming that informed consent for publication was provided by the participant(s) or a legally authorized representative. Non-essential identifying details should be omitted. Please do not submit the participant's actual written informed consent with your article, as this in itself breaches the patient's confidentiality. The Journal requests that you confirm to us, in writing, that you have obtained written informed consent to publish but the written consent itself should be held by the authors/investigators themselves, for example in a patient's hospital record. The confirmatory letter may be uploaded with your submission as a separate file in addition to the statement confirming that consent to publish was obtained within the manuscript text. If this is not applicable to your manuscript, please state 'Not applicable' in this section.

Declaration of conflicting interest

The journal requires a declaration of conflicting interests from all authors so that a statement can be included in your article. For guidance on conflict of interest statements, see our [policy on conflicting interest declarations](#) and the [ICMJE recommendations](#).

If no conflict exists, your statement should read: 'The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article'.

Funding statement

All articles need to include a funding statement, under a separate heading, **even if you did not receive funding**. You'll find guidance and examples on our [Funding](#) page.

Data availability

The Journal is committed to facilitating openness, transparency and reproducibility of research, and has the following research data sharing policy. For more information, including FAQs please [visit the Sage Research Data policy pages](#).

Subject to appropriate ethical and legal considerations, authors are encouraged to:

- Share your research data in a relevant public data repository
- Include a data availability statement linking to your data. If it is not possible to share your data, use the statement to confirm why it cannot be shared.
- Cite this data in your research

Reference style and citations

The journal follows the Chicago Manual of Style. [View the Chicago Manual of Style](#) to ensure your manuscript conforms.

Every in-text citation must have a corresponding citation in the reference list and vice versa. Corresponding citations must have identical spelling and year.

Authors should update any references to preprints when a peer reviewed version is made available, to cite the published research. Citations to preprints are otherwise discouraged.

Supplemental material

This Journal can host additional materials online (e.g. datasets, podcasts, videos, images etc.) alongside the full text of the article. Your supplemental material must be one of our accepted file types. For that list and more information please refer to our [guidelines on submitting supplemental files](#).

English language editing services

Authors seeking assistance with English language editing, translation, or figure and manuscript formatting to fit the journal's specifications should consider using Sage Author Services. Visit [Sage Author Services](#) for further information.

Submitting your manuscript

As part of the submission process you will need to confirm that this is your original work, that you have the rights in the work, that this is for first publication in this Journal, that it is not being considered for/has not already been published elsewhere, and that you have obtained and can supply all necessary permissions for the reproduction of any copyright works not owned by you.

Please see our [guidelines on prior publication](#) and note that the journal may accept submissions of manuscripts that have been posted on preprint servers.

Preprints

The journal will consider submissions of manuscripts that have been posted on preprint servers.

Please enter the preprint DOI in the designated field when submitting your manuscript. We advise that you inform the Journal Editorial office about your posted preprint at submission.

Note that you should **not** post an updated version of your manuscript on a preprint server while it is being peer reviewed.

[Learn more about our preprint policy.](#)

Submission site

[Submit your manuscript online via Sage Track.](#)

IMPORTANT: Please check whether you already have an account in Sage Track before trying to create a new one. If you have reviewed or authored for the journal in the past year it is likely that you will have had an account created. For further guidance on submitting your manuscript online please visit [ScholarOne Online Help](#).

Manuscripts should only be submitted with the consent of all contributing authors. The individual responsible for submitting the manuscript should carefully check that all those whose work contributed to the manuscript are listed as authors.

Ensure you upload all relevant manuscript files, including any additional supplemental files (including reporting guidelines where relevant).

Authorship

Please [view our authorship policies](#), which includes information on criteria for authorship, who should be the corresponding author and more.

Please note that AI chatbots, for example ChatGPT, should not be listed as authors. For more information see the [policy on Use of ChatGPT and generative AI tools](#).

Other information required for submission

- We encourage all authors and co-authors ensure their ORCID IDs are linked to their accounts in the submission system prior to article acceptance, as this is the only way to have their ORCID ID present on the published article. **ORCID IDs cannot be added to manuscripts after acceptance/publication.**
 - Please note that each co-author must log in to the journal submission system to add their own ORCID ID to their account. To add an ORCID ID, edit your account, click the link when prompted, and sign into your ORCID account to validate your ID. You will then be redirected back to the submission system and your ORCID ID will become part of your accepted publication's metadata.
 - [Please create an ORCID ID](#) if you do not already have one or visit our [ORCID homepage](#) to learn more.
- Complete list of authors, with their institutional affiliations.
 - The author information you enter at submission must exactly match what is included on your manuscript and/or title page, including full names, academic affiliations, and corresponding author contact details.
 - **The listed affiliation should be the institution where the research was conducted.** If an author has moved to a new institution since completing the research, the new affiliation can be included in a note at the end of the manuscript.
 - **All listed authors must meet the criteria for authorship (above).**
 - **All persons eligible for authorship must be included at the time of submission.**
 - All authors must have given consent for the manuscript to be submitted in its current form.
- Keywords: During submission, you may be asked to select or enter keywords for your manuscript. These keywords are used to match appropriate reviewers to your manuscript.
- The number of figures, tables, and words in your manuscript.
- Funder information: Name, grant/award number.
- You may be required to enter your declaration of conflicting interest as part of the submission process, in addition to listing it on your manuscript and/or title page. Please have it on hand.
- If you have posted your manuscript to a preprint server, you will be asked to supply the DOI (this does not prohibit submission, but no changes should be made to the preprint version while your manuscript is under evaluation in this journal). Please see our guidelines on [prior publication](#). If the article is accepted for publication, the author may re-use their work according to the journal's author archiving policy. If your manuscript is accepted, you must include a link in your preprint to the final version of your published article.

Peer review policy

The following summary describes the peer review process for this journal:

Identity transparency: Double-anonymized

Reviewer interacts with: Editor

Review information published: None

Your manuscript will undergo an initial evaluation. If it does not conform to the requirements laid out in these guidelines, it will be returned to you for amendments prior to peer review. Manuscripts may be desk rejected without peer review at this point if they are out of scope for the journal or otherwise unsuitable.

After passing the initial evaluation, your manuscript will then be peer reviewed. You can log in at any time to check the status of your manuscript. We will notify you when a decision has been reached.

JSR adheres to a rigorous double-anonymized reviewing policy in which the identity of both the reviewer and author are always concealed from both parties.

To ensure the integrity of the peer review process we assign reviewers and cannot accept author recommendations.

All manuscripts are reviewed as rapidly as possible, while maintaining rigor. Reviewers make comments to the author and recommendations to the Editor who then makes the final decision on all manuscripts, including those appearing in a special issue or special collection. The Editor or members of the Editorial Board may occasionally submit their own manuscripts for possible publication in the Journal. In these cases, the peer review process will be managed by alternative members of the Board and the submitting Editor/Board member will have no involvement in the decision-making process.

The journal has an Editorial Board and Editorial Review Board who serve the journal as external peer reviewers. Each member of the Editorial Review Board and Editorial Board are active researchers in the field and selected based on strict criteria, ensuring they possess the necessary expertise and experience. The Editor(s) may use one Editorial Review Board member or Editorial Board Member as a reviewer for each manuscript, and will then reach beyond this pool to include additional reviewers to meet the required number before a decision can be made. This ensures a comprehensive and robust peer review process, aligning with our commitment to publish the most credible and valid research. Care is taken not to invite any Editorial

Review Board Member or Editorial Board Member that has any potential conflict of interest with any author of the paper.

As a COPE member we engage with multiple forms of post-publication discussion in line with wider guidance from Sage: [Commentaries, Critiques and Responses](#).

You can view our [complaints and appeals policy](#) here.

[Read Sage's complete peer review policy.](#)

Plagiarism

The journal and Sage take issues of copyright infringement, plagiarism or other breaches of best practice in publication very seriously. [Please read Sage's complete policy on plagiarism and the actions we may take.](#)

After acceptance

After conditional acceptance, the authors should supply the following materials: Polish the manuscript and ensure that the manuscript conforms to *JSR*'s guidelines. The guidelines can be found at *JSR* website.

Permission for copyrighted material has been obtained where necessary.

Group all notes together as numbered endnotes and place them just before the references.

All in-text citations are included in the reference list; all references have in-text citations.

Tables are present at end of electronic article file.

Figures are high resolution, and an electronic version is provided; they appear exactly as they should in the journal.

A 500-word **Executive Summary** that focuses on the managerial implications of the article research (like a press release format) and should be targeted to a broad audience. Upload this with the final manuscript as a separate document.

A one PowerPoint slide **graphical abstract** concisely summarizing visually the main idea(s) of the article. The abstract should be ready for social media posting, and the title of the abstract should be chosen to maximize reader interest. Upload this with the final manuscript as a separate document.

A 50-word **biography** for each author, submitted as a Supplementary File.

All published material is copyrighted by Sage Publications, Inc. Every author and coauthor must sign a contract before an article can be published.

Contributor's Publishing Agreement

Before publication, we require the author as the rights holder to sign a Journal Contributor's Publishing Agreement. Sage's Journal Contributor's Publishing Agreement is an exclusive license agreement which means that the author retains copyright in the work but grants Sage the sole and exclusive right and license to publish for the full legal term of copyright. Exceptions may exist where an assignment of copyright is required or preferred by a proprietor other than Sage. In this case copyright in the work will be assigned from the author to the society. For more information please visit the [Sage Journal Author Gateway](#).

Preprints

If your manuscript was posted on a preprint server prior to acceptance, you must include a link in your preprint to the final published version of your published article.

Production

Your Sage Production Editor will keep you informed as to your article's progress throughout the production process. Proofs will be made available to the corresponding author via our editing portal, Sage Edit, or by email, and should be returned promptly to avoid delaying publication. Authors are reminded to check their proofs carefully to confirm that all author information, including names, affiliations, sequence, and contact details are correct, and that Funding and Conflict of Interest statements, if any, are accurate. **This is the final opportunity to make changes to your manuscript. Further corrections will not be possible after publication. Changes to the author list are not permitted at this stage.**

Publication

OnlineFirst publication: This enables us to publish final articles online immediately, without waiting for assignment to a future issue of the Journal. This usually significantly reduces publication lead time. Visit the [Sage Journals help page for more details](#), including how to cite OnlineFirst articles.

Access to your published article: We provide you with online access to your published article. The online access link is provided to the corresponding author for sharing with their co-authors.

Promoting your article

Publication is not the end of the process. Between us, we can ensure that your article is found, read, downloaded and cited as widely as possible. Many of the most effective

tactics are those you can do quickly and easily to your network of contacts and peers. Visit the [Promote Your Article](#) page on the Sage Journal Author Gateway for numerous resources to help you promote your work.

Further resources

The Sage Journal Author Gateway has some general advice on [how to get published](#), plus links to further resources. [Sage Author Services](#) also offers authors a variety of ways to improve and enhance your article including English language editing, plagiarism detection, and video abstract and infographic preparation.

If you have any questions about publishing with Sage, please visit the [Sage Journals Solutions Portal](#).

You can view our [complaints and appeals procedure](#).

Browse journal

Current issue

OnlineFirst

All issues

Free sample

Journal information

Journal overview and metrics

Editorial board

Submission guidelines

Reprints

Journal permissions

Subscribe

Recommend to library

Advertising and promotion

Keep up to date



Facebook



X



LinkedIn



YouTube



RSS feed



Email alerts

[View all options](#)

Also from Sage

CQ Library

Elevating debate

Sage Data

Uncovering insight

Sage Business Cases

Shaping futures

Sage Campus

Unleashing potential

Sage Knowledge

Multimedia learning resources

Sage Research Methods

Supercharging research

Sage Video

Technology from Sage

Streaming knowledge

Library digital services

