Guidance to authors

Palermo Business Review is an academic space for the peer-reviewed publication of original research papers in areas related to business and its intersections with various disciplines. The journal has been published annually since 2008 and, since 2016, issues are released twice a year—in July and December—under themes selected by the Editorial Coordination.

Unpublished articles are accepted in digital format up to one month before each biannual publication. Preferred languages are Spanish and English, to ensure international dissemination. The following types of original contributions will be published:

- Original theoretical or empirical research articles
- Case studies
- Review articles
- Commentaries on scientific works
- Reports of academic interest
- Knowledge updates Brief research notes

Outstanding work by advanced students

Evaluation and External Peer Review Procedure Articles are received by the Editorial Coordinator (Ana Engelman: aengel2@palermo.edu), who conducts plagiarism checks using global search engines and Turnitin®. A preselection is made each semester. The Editorial Committee consists of the Editor and a support team of ad hoc faculty and researchers for each edition. Their responsibilities include ensuring compliance with the journal's policies and schedule, guiding the editorial process to guarantee the highest scientific and technical quality according to national and international evaluation systems, proposing authors and approving relevant topics, coordinating the evaluation of submitted manuscripts, and overseeing both digital and print publication. Subsequently, manuscripts undergo double-blind peer review by at least two external reviewers. Reviewers submit their evaluations to the Editorial Coordination, addressing plagiarism and ethical compliance, and rank the articles for publication priority. Authors are notified of the evaluations and may be asked to revise their manuscripts according to reviewer suggestions within the agreed deadlines. Authors are responsible for submitting manuscripts in accordance with the journal's guidelines, committing to originality and ethical writing practices. The Editorial Coordination does not handle style editing.

Preselected articles are sent to the Editorial Board, composed of internal and external academic specialists from the University of Palermo and other international universities. The Board advises the Editorial Coordination to continuously improve editorial quality and promote internationalization.

It reserves the right to:

1. Request articles or reviews from specialists when deemed appropriate

2. Reject submissions that do not align with the journal's thematic profile or style guidelines

3. Evaluate preselected articles based on the journal's mission and vision, research quality, and adherence to COPE (Committee on Publication Ethics)

4. Notify the Editorial Coordination of the decision to accept or reject publication

5. Determine the order of publication for accepted articles

Authors are again notified of the Editorial Committee's decision and may be asked to revise their manuscripts accordingly. Authors remain responsible for formatting and style, although the Editorial Coordination may introduce corrections. In accordance with Law 26.899, articles will be stored in the University of Palermo's digital repositories and published at: https://www.palermo.edu/negocios/publicaciones/pbr/

- **Formatting and Bibliographic References Guidelines:** Articles must be submitted in A4 paper format, using Times New Roman 12-point font, justified text, top and bottom margins of 2.5 cm, left and right margins of 3 cm, and double spacing.

- The first page must include:
  a. a. Article title in Spanish and English
  b. b. Full name, nationality, profession and/or job title, university affiliation, and email address of each author
  c. c. Abstract of up to 280 words in Spanish and English, understandable without reading the full article
  d. d. Up to six keywords in Spanish and English, separated by semicolons and space.

- Following Journal of Economics Literature criteria Articles must be between 10 and 30 pages (5,000 to 15,000 words)

- Footnotes must not be used for bibliographic citations (APA 7th edition requires in-text author-date format). Footnotes may be used for clarifications or complementary information, limited to 80 words, written formally, numbered consecutively with superscript Arabic numerals. All sources mentioned in footnotes must appear in the reference list. Limit to five footnotes per article.

- Foreign words should be italicized. In regular font paragraphs, use italics; in italicized paragraphs, use regular font. This applies to Latinisms as well (e.g., et al., ad honorem). Foreign terms should only be used when no Spanish equivalent exists; their meaning must be explained in the body text, not in footnotes.

- All graphs, images, photos, and tables must include the source, even if self-produced, and the year of publication. Image captions do not end with a period.

- Carefully review lists and tables to avoid incorrect bullet points.

- Symbols and units (e.g., %, $, Na, m, h) must be separated from the number and not include abbreviation periods.

- Roman numerals (e.g., centuries or volumes) must be written in small caps (e.g., 21st century).

- Acronyms in Spanish must be in uppercase. Acronyms from other languages must follow their respective rules.

- The *Conclusions* section must end with a non-technical summary of the main ideas.

- For internet sources, include the DOI or URL at the end of the citation, along with the title or description and date. Do not include retrieval dates unless the content is subject to change.

- The reference section must be titled *Referencias bibliográficas* for all article types.

Content hierarchy must follow a structured numbering format:

Level 1: simple numbering (1, 2, 3…) for main sections Level 2: decimal numbering (1.1, 1.2…) for subsections Level 3: detailed decimal (1.1.1, 1.1.2…) for specific subpoints

Example:

2. Methodology – Details of research design, population, instruments, and procedures

2.1. Research Design – Description of approach, study type, and techniques used

2.2. Data Collection – Procedure for obtaining necessary information

2.2.1. Instruments Used – List and explanation of surveys, interviews, or tests

2.2.2. Application Procedure – Implementation and data validity assurance

References must follow APA style (7th edition). For guidance, contact: biblioteca@palermo.edu

Reference List Examples

1. Book: Koontz, H., & Weihrich, H. (1998). Administración: Una perspectiva global (11th ed.). McGraw-Hill Interamericana.

2. Book Chapter: Nun, J. (1995). América Latina en la década del '90: algunas

conjeturas. In N. Minsburg & H. Valle (Eds.), El impacto de la globalización: La encrucijada económica del siglo XXI (pp. 91–107). Ediciones Letra Buena.

3. Scientific Journal Article: Horowitz, D. L. (2006). Constitutional courts: A primer for decision makers. Journal of Democracy, 17(4), 125–137.

4. Non-specialized Journal Article: Lefort, R. (2000, June). Internet, ¿Salvador de la democracia?. El Correo de la Unesco, 53, 44–46. Annual Periodical Kacero, E. (2006). El psicodiagnóstico como acontecimiento. Psicodiagnosticar, 16, 15–22.

5. Unpublished Conference Proceedings: Alderete, J. (1996, June). El impacto de la tecnología en la escuela. Congreso y Exposición Internacional de Informática y Telecomunicaciones, Buenos Aires.

6. Published Conference Proceedings: González Martínez, E. (1997). Estructura y función en los fenómenos psicosomáticos. In Congreso Internacional Grupo Cero (pp. 19–22). Grupo Cero.

7. Unpublished Manuscript: Spinelli, L. (2005). La cultura organizacional en las universidades [Unpublished manuscript].

8. Unpublished Doctoral Thesis: Blasi, N. O. (2005). Religion and the social order in Palestine (Unpublished doctoral thesis). University of Maryland, College Park.

9. Electronic Book: Lander, E. (Ed.). (1993). La colonialidad del saber: Eurocentrismo y ciencias sociales. CLACSO. http://www.clacso.org/www/clacso/espanol/html/fbiblioteca.html

10. Journal Article from Subscription Database: Rapp, S. (2002). What advertising needs to rise again. Advertising Age, 73(43), 20. Retrieved from InfoTrac.

11. Open Access Journal Article: Lazo Cividanes, J. (2006). Ciencia e ideología: Apuntes para un debate epistemológico. Revista Argentina de Sociología, 4(6). http://www.scielo.org.ar/scielo.php?script=sci_arttext&pid=S1669-32482006000100004

12. Original Abstract Source: Baeza Ovalle, J. G. (2011). Naturaleza jurídica del proceso concursal. Revista Chilena de Derecho, 38(1), 33–56. http://www.scielo.cl/pdf/rchilder/v38n1/art03.pdf

13. Secondary Abstract Source: Percy, I. (2001). The best value agenda for auditing. Financial Accountability & Management, 17, 351. Abstract retrieved from InfoTrac.

14. Audiovisual Media: Crespo, J., & Hermida, J. A. (1993). Marketing de la tercera ola [Videocassette]. Marketing para el Crecimiento.

15. Corporate Author: El marketing solidario. (2001). Apertura, 115, 69–71.

Style Recommendations

- Short numbers (one, two, thousand, hundred, thirty, seven, twelve, fifteen, etc.) should be written in words, unless accompanied by a symbol (e.g., cien años vs. 100% or $100)

- Avoid colloquial expressions like "24/7"; use formal alternatives Prefer parentheses over em dashes for clarity

Abbreviation Criteria:

- COVID-19 should always be written in uppercase with a hyphen e.g., Impact of COVID-19 on higher education

- "Before Christ" should be abbreviated as a.C. (lowercase with periods) e.g., The Persian Empire in the 5th century a.C.