

Guidelines to Authors of *Business & Society Commentary*

Contributions to the *Commentary* section address an important topic of interest to business and society scholars. With pathbreaking new thoughts and observations on contemporary issues that concern the domain of business and society and management studies broadly, these commentaries complement the peer-reviewed research.

As these commentaries aim to facilitate a dialogue between academics and the various stakeholders of academic research, the style requirements are different from those of an academic article published in *Business & Society*. Following are some illustrative guidelines to help authors write a *Commentary*.

- A commentary should be written in the style of an op-ed of a globally leading newspaper. It should be easy to read for both non-academic and academic readers, within business and management studies and its neighbouring disciplines.
- A commentary should offer a key message in terms of a viewpoint, an insight, or a new direction on issues of consequence to business and society scholars as well as the stakeholders of their research. This key message, in turn, might consist of a few sub-themes or ideas that together make up the overarching message.
- Authors should adopt a freewheeling style of expression with minimal use of references (not more than 5-7 references). Any references used should be central to the point being made or a reference material for further reading.
- References should be included as footnotes, i.e., no in-text citations.
- Use of exhibits (e.g., a figure or a table) is encouraged but not required.
- A commentary should make a substantial contribution, but should also be short, i.e., ideally be under 1,500 words (all inclusive), although exceptions can be made in rare cases. Instead of an abstract, a commentary should include a short summary (of 20-30 words) to present the key takeaways.
- As a commentary is expected to present a viewpoint, the majority of these will be written individually. However, collaboratively authored pieces are equally welcome.
- Submissions for the commentary section will not be double blind-reviewed, but will be subject to editorial oversight, guidance, and decision.
- The handling editor(s) will work closely with the authors to provide as much input as necessary, starting with an initial overarching idea to feedback on a full draft.
- When sending the accepted version, authors are requested to provide (i) a tweetable summary of the commentary, with hashtags; this can be used for promotion on other social media channels as well, (ii) a suitable royalty-free image or suggestions for a suitable image, and (iii) social media handles of the authors.
- Each commentary follows a two-step process. Interested authors should first write to Frank de Bakker at f.debakker@ieseg.fr with (i) a tentative title, (ii) overall message of the proposed commentary, (iii) three or four key points (in brief, preferably as bullet points) the commentary will make, and (iv) the audience/debate the commentary will engage. Following an assessment of such a pitch, the editors will invite the selected authors to submit a full commentary. The editors will consider full commentaries only from the authors whose initial proposals have been approved.