



SUBMITTING AN AMP PROPOSAL

The *Academy of Management Perspectives* (AMP) utilizes a pre-submission proposal process. The objective of this process is to be efficient in the processing of articles. We want to know "what" you are going to say, "to whom" you are going to say it, "why" what you are saying is important, and "how" you are going to convince your audience of the veracity of your argument. This allows the editorial team to provide author(s) with information that facilitates the review process, while allowing us to be proactive in working with authors.

Proposals should be no longer than 5 pages single-spaced with standard 1-inch margins and in a 12-point font. The proposal must include the following information with the following headings.

The idea: The specific important and innovative idea that is going to be the focus of the article. Note that there are three parts to this. What is the idea? Why is the idea important? Why is the idea innovative?

The importance of the idea: Why is what you are proposing important? This needs to be understood as you address how you are going to take your specific knowledge and frame it in a way that resonates with a general audience.

To whom is the article speaking: Who is the audience for the article? This is not meant to be answered vaguely - e.g., scholars interested in strategy, students in doctoral courses - but very specifically. Nearly all articles have multiple potential audiences, and you should outline these audiences in terms of their priority. It should also be recognized that AMP speaks to a broader scholarly audience and articles aimed at communicating to narrow groups using a language of that narrow group is likely to lead to rejection of a proposal.

How are you going to communicate your idea: What is the theoretical and empirical evidence the article will be presenting in order to convince your audience of the veracity and importance of your idea? AMP is not an "empirical" journal like *Academy of Management Journal* or a "theoretical" journal like *Academy of Management Review*. Nor are we a "case studies" journal. Hence, structuring your argument around propositions or hypotheses, or formatting a standard empirical article is generally not what we are seeking. Your "evidence" should include a preponderance of work that can be summarized effectively and potentially elucidated with additional information that you have gathered independently.