Revue internationale PME

WRITING GUIDELINES – September 2026

TEXT FORMATTING

Presentation Page *(in a separate document)*

The article title and abstract are among the most widely disseminated pieces of information about a scientific article. This information appears in various databases and is accessible through search engines as well as on the websites of major aggregators. It is therefore essential to pay particular attention to them in order to ensure the quality, readability, clarity, and accuracy of the information.

- Article title, authors' names, institutional affiliations (institution name, city, and country), ORCID identifiers, acknowledgments (if applicable), abstract, and keywords. All information must be provided in both French and English.
- The article abstract must not exceed 200 words and should meet the following objectives:
  - It should provide a concise overview of the research problem and objectives, clearly describe the theoretical framework and key concepts of the research, present the methodological choices and study setting, and finally summarize the main contributions of the research (both theoretical and managerial).
  - It should enable readers to clearly understand the value and relevance of reading the article.
  - It should therefore use clear and unambiguous language.

Article text *(in a separate document)*

NOTE: The first page of the article text must include the article title, abstract, and keywords.

Length

- For "traditional" format articles: Between 6,000 and 10,000 words, including appendices and excluding references
- For "frontier" format articles: Between 5,000 and 6,000 words, including appendices and excluding references, which should be limited to 25 references.

Format

- A4

Margins

- 2.5 cm on all sides (top, bottom, left, and right).

Style

- Do not use the predefined styles in Word; use the "normal" style**.**

Article title

- Times New Roman 18, lowercase and bold and Right-justified.

Text

- Times New Roman 12;
- Justified and non-indented;
- Single-spaced.

Main section titles

- Times New Roman 14;
- Lowercase and bold.

Line breaks

- Single line break between each paragraph;
- Double line break between the introduction, parts, and conclusion.

First page

- Title of article (in English, French, and Spanish), authors' names, functions, full contact details, acknowledgments (if any), abstract, and keywords (also required in the three languages).

Abstract

- Texts in non-bold italics, maximum 200 words, in all three languages.

Other components

- The text must be followed by appendices and bibliographical references.

NOTE: With the exception of bibliographic references, all information is included in the calculation of the maximum article length. This includes the content of tables, which must be presented in text format rather than as images.

Tables

- Tables are inserted into the text (via Word context menu);
- Times New Roman 10 for table interior, bold for headings;
- Left-aligned title in Times 12, bold;
- No vertical borders;
- Left-aligned text;
- Numeric data centered in frame and comma aligned;
- Table centered on page;
- Legend on left below table in Times 10;
- Avoid shaded areas;
- Avoid italics unless necessary.

NOTE: Commas are used to separate decimals in tables and body text.

Diagrams, figures, and graphics

- Diagrams, figures, and graphics are inserted in the text at the appropriate place and are numbered consecutively;
- Title left-aligned in Times 12, bold;
- Content should be in a smaller font size than the text.

Footnotes

- Limited number: we encourage authors not to multiply the number of footnotes to make the text easier to read;
- Continuous numbering.
- Times New Roman 10;

Reference list

- Times New Roman 12;
- Bibliographical references in the body of the text should include, in brackets, the name of the author and the year of publication of the work cited. They should appear after the appendices and conform in all respects to the standards set out in the following section.

Standards and presentation of bibliographical references

The presentation of bibliographical references is based on the standards of the American Psychological Association (APA). If in doubt about the presentation of a reference not covered by any of the examples below, please refer to the standards laid down by the association, examples of which can be found at the following address: <https://bib.umontreal.ca/citer/styles-bibliographiques/apa?tab=5248896>

A bibliographical reference is identified in the text by the name(s) of the author(s), followed by the year.

Bibliographical references are listed at the end of the article (in alphabetical order of authors). In the text, reference citations appear in brackets with the name and date of publication, e.g. (Laurent, 1990). If two references have the same author and year of publication, they will be distinguished by letters, e.g. (Laurent, 1990a, Laurent, 1990b). These letters will also appear in the bibliography. Where the number of co-authors is greater than three, but less than six, the names of all authors are mentioned on the first occurrence, and only the name of the first author followed by et al. are used on subsequent occurrences. Where the number of co-authors is six or more, et al. is used after the name of the first author on the first occurrence in the text. Example: (Dupont et al., 1990).

Periodicals: List of authors (names in small caps) including first initial, followed by a year of publication, the title of the article, name of periodical (without abbreviation) in italics, volume number in italics, number of periodical within the volume (in brackets and without spaces after the volume number), the page numbers at the beginning and end of the article and the DOI.

Example:

Julien, P.-A. (2001). Les PME à forte croissance et la métaphore du jazz. Comment gérer l'improvisation de façon cohérente. Revue internationale P.M.E., 14(3-4), 129–161. https://doi.org/10.7202/1008700ar

Books: List of authors (names in small capitals) including the initial of their first name in small capitals, followed by the year of publication, the title of the book in italics, the place of publication, and the name of the publishing company.

Example:

Desmet, P. and Zollinger, M. (1997). Le prix: de l'analyse conceptuelle aux méthodes de fixation. Paris, Economica.

Collective works ("edited" in English): Works coordinated or produced under the direction of one or more people (referred to as editors in English) should be treated as follows:

Example:

Earl, P.E. and Kemp, S. (eds.) (1999). The Elgar companion to consumer research and economic psychology. Cheltenham, Edward Edgar Publishing.

Chapters in collective works: List of authors (names in small capitals) including first initial, followed by a year of publication, chapter title, first initial and name(s) of the editor(s) preceded by "In", book title in italics, page numbers in brackets, place of publication and name of the publishing house.

Example:

Maille, V. and Siekershi, E. (2006). How to manage tactile sensations? In S. Rieunier (ed.), le marketing sensoriel du point de vente (p. 169-203). Paris, France, Dunod.

Unpublished documents: References to unpublished documents, theses, etc. must mention the list of authors, including the first initial of the author's first name, followed by the year of the thesis or presentation and the title. The words "report", "research paper", "thesis", etc. should not be italicized. In the case of theses, don't forget to include the name of the University or School, as well as the place where the thesis was defended or presented.

Examples:

Ménard, J.C. (2008). Impacts de certaines pratiques de gestion des ressources humaines sur la capacité d'innovation des PME (Unpublished doctoral dissertation). Université du Québec à Trois-Rivières, Canada.

Tourtoulou, A.-S. (1996). Marques nationales, marques de distributeurs et premiers prix: effets de leurs mises en avant sur les ventes et la structure concurrentielle de la catégorie de produits (doctoral thesis in management science, École HEC, Jouy-en-Josas). Retrieved from École library website https://www.hec.edu/fr?SearchText=bibliotheque%20basesdedonneesxerfi

Simonson, I. (2007). Will I like a medium "pillow"? Another look
at constructed and inherent preferences. Report No. 2007-28, Vancouver Island University, Nanaimo, British Columbia.

Proceedings of published symposiums or conferences: Quotations from symposium proceedings are treated in the same way as extracts from books. The following order must be used: the list of authors, including the first initial of their surname, followed by the year of publication, the title of the article, the first initial of the surname, and the name of the coordinator(s) (editor[s] in English) preceded by "in", the title of the conference in italics, the volume number, the place of publication, the name of the publishing house and the page number.

Example:

Ngobo, P.V. (1998). Non-linear relationships between satisfaction, loyalty, and complaints. In B. Saporta (ed.), Actes de la Conférence de l'Association française du Marketing (pp. 145-170). Bordeaux, France.

Online documents (WWW pages): References to online documents must make it possible to find not only the site hosting a document but also the document itself. This means that the full URL of the page or document consulted must be indicated.

Example:

Couture, M. (2013, updated September 20). A French adaptation of the APA bibliographic standards - Documents en ligne. Retrieved November 6, 2013, from author's website: http://profmcouture.ca/apa/normes_apa_francais.pdf.

Citations of one's work: Should authors wish to refer to one or more of their works, it is essential that the wording used during the evaluation process preserves anonymity. If this is not possible, use the formula: (author or co-author, date), e.g. (author, 1996). The bibliographical references will be completed once the paper has been accepted.

A few typographical rules

Titles (of books, films, etc.) are written in italics.

Words in foreign languages (English, Latin, etc.) are written in italics (not in quotation marks).

We write "etc." or "...", but not "etc.".

Centuries are written in Roman numerals.

Responsibilities

Translation: For a manuscript to be accepted for publication, authors are responsible for providing accurate English translations of the title, abstract, and keywords.

Anglicisms: The use of anglicisms should be avoided when an equivalent term exists in French.

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