

JOURNAL OF MARKETING TRENDS

Publication Guidelines

Editorial Objectives



The Journal of Marketing Trends aims to:

1. Become an academic publication which recognizes the work of researchers concerned with new trends and developments in marketing
2. Encourage cross-disciplinary research on the major changes in marketing paradigms and new fields of original research in all aspects of marketing
3. Develop cross-country and multi-cultural research of the requisite level of quality which can be published in English, French, German, Italian or Spanish
4. Attract high quality authors from all continents who are developing knowledge on the major trends in marketing
5. Use the strength of the International Editorial Board to provide rapid support and feedback to reinforce the quality of the published work.

The Journal of Marketing Trends is interested in publishing the following types of manuscripts derived from new perspective articles and advanced research in marketing: (a) Empirical research that report quantitative data, statistical tests and validity assessment information, (b) Exploratory research introducing qualitative data, verbatim and groundwork, (c) Theoretical research including conceptual articles, state of the art, meta-analyses, and critical essays.

Submission

All manuscripts must be submitted by e-mail to Professor Andreani at: andreani@escpeurope.eu.

Selection

Papers are evaluated through a double blind review process which is ensured: first by the Country Editorial Board (2 anonymous reviewers); second by the Board of Editors (Anonymous International Reviewing Process). The selection will be made on the basis of the publication rules of the major marketing research reviews, while also seeking to preserve the diversity of the various points of view. The reviewers are all marketing professors with high academic standards.

Journal Of Marketing Research Submission Guidelines

R Bogdan



Journal Of Marketing Research Submission Guidelines:

How to Get Published in the Best Marketing Journals David W. Stewart, Daniel M. Ladik, 2019 This essential guide edited by experienced journal editors is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline It brings together a wealth of contributors all of whom are experienced researchers and have been published in the leading marketing journals

The Essential Guide to Effect Sizes Paul D. Ellis, 2010-07-01 This succinct and jargon free introduction to effect sizes gives students and researchers the tools they need to interpret the practical significance of their results Using a class tested approach that includes numerous examples and step by step exercises it introduces and explains three of the most important issues relating to the practical significance of research results the reporting and interpretation of effect sizes Part I the analysis of statistical power Part II and the meta analytic pooling of effect size estimates drawn from different studies Part III The book concludes with a handy list of recommendations for those actively engaged in or currently preparing research projects

Fundamentals of Business Marketing Research Richard E Plank, David A Reid, J David Lichtenthal, 2020-07-24 Get a thorough review of vital research issues Fundamentals of Business Marketing Research examines recent industrial business research evaluates its current effectiveness and offers suggestions for future use This unique book includes and is based on Business Marketing A Twenty Year Review a thorough study of industrial business research from 1978 1997 with critical commentary from a distinguished panel of business academics and the response of the study s authors The combination of critiques insights and viewpoints will challenge you to think beyond the traditional role of B2B marketing into a future that s anything but business as usual Through an unusual format that gives you access to critical academic analysis Fundamentals of Business Marketing Research presents a comprehensive review of vital research areas including marketing to businesses institutions governments buyer seller relationships computer use for business marketing industrial segmentation channel management and development physical distribution advertising and public relations The book s give and take is equally focused on areas that have traditionally received a larger share of the research effort organizational buyer behavior business marketing strategy and planning industrial selling and sales management and those that have taken a back seat in terms of research attention computers and ethical business marketing The original study its criticisms and the authors subsequent assessment spotlight major themes individual contributions and future trends in major topic areas including business marketing strategy organizational buying behavior and purchasing management business marketing research methodology products services pricing management issues distribution logistics and supply chain management promotion Fundamentals of Business Marketing Research is equally effective as a practical guide for professionals and researchers and as an academic text for doctoral studies

The Illustrated Guide to the Content Analysis Research Project Patricia Swann, 2020-06-07 The Illustrated Guide to the Content Analysis Research Project makes mass

media research more accessible through an informal and humorous student centered approach Author Patricia Swann provides a colorful step by step guide to developing a typical mass media research project using the content analysis method The fundamental elements of this research method are presented in plainspoken language perfect for undergraduates and new researchers complete with engaging illustrations and an informal narrative that tackle students most common sticking points when learning and applying research methods Supplemented by online worksheets for further reflection this book is an excellent companion to research centered courses in mass media communication studies marketing and public relations at the introductory level

Review of Marketing Research Naresh Malhotra, 2017-09-25 First Published in 2017 Routledge is an imprint of Taylor Francis an Informa company

Artificial Intelligence, Medical Engineering and Education Z.B. Hu, Q. Zhang, M. He, 2024-02-28 Artificial Intelligence AI is a rapidly developing field of computer science which now plays an increasingly important role in many disciplines A catalyst for significant change research into AI is of particular importance in fields such as medicine and education and as such has become an area to watch for many people worldwide This book presents the proceedings of AIMEE 2023 the 7th International Conference on Artificial Intelligence Medical Engineering and Education held on 9 and 10 November 2023 in Guangzhou China The conference brought together top international researchers from around the world to exchange research results and address open issues in AI medical engineering and education A total of 238 submissions were received for AIMEE 2023 of which 89 papers were selected for presentation and publication after a rigorous international peer review process The book is divided into 3 sections covering artificial intelligence and scientific methodology systems engineering and analysis concepts methods and applications and education reform and innovation Presenting papers which explore and discuss many novel concepts and methodologies contributing to the rapid evolution of artificial intelligence and its applications the book will be of interest to all those working in the relevant fields

Proceedings of the 1993 World Marketing Congress M. Joseph Sirgy, Kenneth D. Bahn, Tunc Erem, 2015-06-20 This volume includes the full proceedings from the 1993 World Marketing Congress held in Istanbul Turkey The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

European Journal of Tourism Research

,2016-03-01 The European Journal of Tourism Research is an interdisciplinary scientific journal in the field of tourism published by Varna University of Management Bulgaria Its aim is to provide a platform for discussion of theoretical and empirical problems in tourism Publications from all fields connected with tourism such as management marketing sociology psychology geography political sciences mathematics statistics anthropology culture information technologies and others are invited The journal is open to all researchers Young researchers and authors from Central and Eastern Europe are encouraged to submit their contributions Regular Articles in the European Journal of Tourism Research should normally be between 4 000 and 20 000 words Major research articles of between 10 000 and 20 000 are highly welcome Longer or shorter papers will also be considered The journal publishes also Research Notes of 1 500 2 000 words Submitted papers must combine theoretical concepts with practical applications or empirical testing The European Journal of Tourism Research includes also the following sections Book Reviews announcements for Conferences and Seminars abstracts of successfully defended Doctoral Dissertations in Tourism case studies of Tourism Best Practices The European Journal of Tourism Research is published in three Volumes per year The full text of the European Journal of Tourism Research is available in the following databases EBSCO Hospitality and Tourism CompleteCABI Leisure Recreation and TourismProQuest Research Library Individual articles can be rented via journal s page at DeepDyve The journal is indexed in Scopus and Thomson Reuters Emerging Sources Citation Index The editorial team welcomes your submissions to the European Journal of Tourism Research

RECENT ADVANCES IN COMMERCE & MANAGEMENT, VOLUME-4 Sruthi S,Crispin J Fernandez,Dr. G. Vani,Dr. K. Sanjeeva Rao,Dr. M. Abirami,Kasireddy Sandeep Reddy, *Gender After Gender in Consumer Culture* Elisabeth Tissier-Desbordes,Luca M. Visconti,2020-12-23 Gender After Gender in Consumer Culture provides an updated discussion of how gender cuts across consumer culture in light of increasing gender fragmentation and integration with other identity positions Sex the biological distinction male female and gender which refers to a person s sense of being male female or any other combinations of these inform issues as varied as personal identity social interactions and market behaviours First contributions account for the increasing fluidity and or fragmentation of gender positions which reshape the interplay between consumers and marketers Second they provide a timely illustration of how consumption and markets concur in contrasting gender inequalities taken both individually and jointly e g at the intersection of ethnicity or positions of market marginalisation Third chapters question the role of gender in granting personal and societal well being as they reflect on the collective capacity of constantly undoing gender stereotypes Focusing on gender this book allows the reader to trace the links among cultural categories e g masculinity femininity gender identity social phenomena and market dis functioning The chapters in this book were originally published as a special issue in the journal Consumption Markets Culture

Bibliometric Analyses in Data-Driven Decision-Making Prasenjit Chatterjee,Abhijit Saha,Seifedine Kadry,Gulay Demir,2025-09-02 Bibliometric Analyses in Data Driven Decision Making is a comprehensive guide that will provide insights

into the growth impact and trends within bibliometric tools and methodologies The handbook will adopt a pragmatic approach balancing theoretical concepts with practical applications of data driven decision making models through the perspectives of bibliometric analyses It s a cohesive guide to navigate the complexities of bibliometric analysis This book will accommodate a specific audience interested in utilizing bibliometric analysis to understand and navigate the dynamic landscape of the increasingly vital field of data driven decision making and its applications in a range of areas The book is organized into six different sections Each chapter will include real world examples case studies and step by step guides for applying bibliometric analysis Section one begins with an overview of bibliometric analysis and methodologies laying the foundation for the detailed discussion that follows Subsequent sections explore bibliometric analysis in logistics and supply chain management healthcare and medicine and its integration with multi criteria decision making The book also addresses advances in artificial intelligence AI and machine learning and concludes with a focus on technology sustainability and innovation Each section provides a thorough analysis of the literature and emerging trends within these fields

Issues in Marketing: 2011 Edition ,2012-01-09 Issues in Marketing 2011 Edition is a ScholarlyEditions eBook that delivers timely authoritative and comprehensive information about Marketing The editors have built Issues in Marketing 2011 Edition on the vast information databases of ScholarlyNews You can expect the information about Marketing in this eBook to be deeper than what you can access anywhere else as well as consistently reliable authoritative informed and relevant The content of Issues in Marketing 2011 Edition has been produced by the world s leading scientists engineers analysts research institutions and companies All of the content is from peer reviewed sources and all of it is written assembled and edited by the editors at ScholarlyEditions and available exclusively from us You now have a source you can cite with authority confidence and credibility More information is available at <http://www.ScholarlyEditions.com>

Expanding Disciplinary Space: On the Potential of Critical Marketing Douglas Brownlie,Paul Hower,Mark Tadajewski,2014-10-14 Expanding disciplinary Space On the Potential of Critical Marketing provides an introduction to the major perspectives in critical marketing studies It contains theoretical reflections on critical marketing whilst building on the key concepts and ideas which are vital to the subject through detailed empirical studies An international collection of marketing experts discuss the eclectic character and potential of the critical turn within marketing theory and practice Chapters explore topics such as marketing academia consumer research political marketing marketing ethics postcolonial epistemic ideology in marketing marketing theory and marketing for community development The text is essential reading for all those interested in contemporary developments in marketing theory and practice irrespective of the discipline from which they originate This book was originally published as a special issue of the Journal of Marketing Management

Research in Progress North Carolina State University. Graduate School,1929

New Perspectives in Partial Least Squares and Related Methods Herve Abdi,Wynne W. Chin,Vincenzo Esposito Vinzi,Giorgio Russolillo,Laura Trinchera,2013-10-17 New Perspectives in

Partial Least Squares and Related Methods shares original peer reviewed research from presentations during the 2012 partial least squares methods meeting PLS 2012 This was the 7th meeting in the series of PLS conferences and the first to take place in the USA PLS is an abbreviation for Partial Least Squares and is also sometimes expanded as projection to latent structures This is an approach for modeling relations between data matrices of different types of variables measured on the same set of objects The twenty two papers in this volume which include three invited contributions from our keynote speakers provide a comprehensive overview of the current state of the most advanced research related to PLS and related methods Prominent scientists from around the world took part in PLS 2012 and their contributions covered the multiple dimensions of the partial least squares based methods These exciting theoretical developments ranged from partial least squares regression and correlation component based path modeling to regularized regression and subspace visualization In following the tradition of the six previous PLS meetings these contributions also included a large variety of PLS approaches such as PLS metamodels variable selection sparse PLS regression distance based PLS significance vs reliability and non linear PLS Finally these contributions applied PLS methods to data originating from the traditional econometric economic data to genomics data brain images information systems epidemiology and chemical spectroscopy Such a broad and comprehensive volume will also encourage new uses of PLS models in work by researchers and students in many fields

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance Kaufmann, Hans-Ruediger, 2012-11-30 As customer orientation continues to gain importance in the marketing field there has been a growing concern for organizations to implement effective customer centric policies Customer Centric Marketing Strategies Tools for Building Organizational Performance provides a more conceptual understanding on customer centric marketing strategies as well as revealing the success factors of these concepts This book will discuss how to improve the organization s financial and marketing performance *Artificial Intelligence in Marketing* K. Sudhir, Olivier Toubia, 2023-03-13 Review of Marketing Research pushes the boundaries of marketing broadening the marketing concept to make the world a better place Here leading scholars explore how marketing is currently shaping and being shaped by the evolution of Artificial Intelligence AI **Proceedings of the 1997 World Marketing Congress** Samsinar MD Sidin, Ajay K. Manrai, 2015-06-25 This volume includes the full proceedings from the 1997 World Marketing Congress held in Kuala Lumpur Malaysia The focus of the conference and the enclosed papers is on marketing thought and practices from a global perspective This volume presents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the

evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Managing Market Relationships Adam Lindgreen, 2017-11-28 Sole reliance on traditional marketing practices can cost a lot of money for little gain That's why establishing developing and maintaining market relationships with customers and other stakeholders is often hailed as an effective means to achieve a sustained competitive market advantage Despite this the benefits of relationship marketing remain uncertain and efforts in this arena often fail *Managing Market Relationships* explains what relationship marketing entails how it is implemented how it evolves and how it is controlled Building on research with colleagues Adam Lindgreen argues that companies must add value either through their products and services or through their relationships networks and interactions Readers are introduced to the buyer seller market exchange model that recognizes the importance of relationship marketing but argues that it should co exist with traditional marketing The book offers guidance on how to develop involve and evaluate management and employees in relationship building market activities To avoid the one size fits all approach to relationships that so often leads to the premature death of managers efforts a relationship management assessment tool is provided that helps companies to question identify and prioritize critical aspects of relationship marketing This timely and comprehensively researched book is essential reading for researchers those involved in the professional training and development of marketers and higher level students and practitioners who will want to learn more about relationship marketing relevant research methodologies and how to use sound managerial models and tools

Proceedings of the 1988 Academy of Marketing Science (AMS) Annual Conference Kenneth D. Bahn, 2015-05-08 This volume includes the full proceedings from the 1988 Academy of Marketing Science AMS Annual Conference held in Montreal Canada It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

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