

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.

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