

CALL FOR PAPERS

Marketing Management Journal – Special Section

Non-Traditional Doctoral Programs: The Executive Viewpoint

The number of non-traditional AACSB accredited doctoral programs has increased in number over the last decade. Some of the programs are focused toward executive education, with the majority of their graduates remaining or continuing to climb the corporate executive ladder, often using the wording “Executive” in the degree title. Other programs are focused on utilizing past experiences of executives and then providing rigorous research-focused academic training, often highlighting the research aspects of doctoral work. This type of program finds a number of their graduates entering into tenure-track roles at AACSB accredited universities. While both types of structures provide foundations for alumni to publish in high-quality journals, the latter group often feels increased pressure to publish in high-quality peer reviewed journals when entering academic roles.

Recognizing the importance of the experiences that these executives bring into the learning environment, *Marketing Management Journal* will have a special section of the Journal designated for research conducted by students in non-traditional AACSB accredited doctoral programs. Students currently enrolled in non-traditional AACSB accredited doctoral programs are invited to submit manuscripts to the special section. Understanding that doctoral students have excellent research ideas, but limited experience in writing for academic journals, it is strongly recommended that manuscripts be coauthored by well-established senior scholars.

Specifically, submissions for this special section should meet the following guidelines:

- 1) The lead author of the manuscript should currently be enrolled in a non-traditional AACSB accredited doctoral program.
- 2) To help facilitate the development and integration of “real world” problems for optimal academic impact, lead authors are strongly encouraged to work with a senior scholar to help facilitate the development of the manuscript in a timely fashion.
- 3) Conceptual manuscripts are encouraged.
- 4) Manuscripts should range between 3,000 and 5,000 words.
- 5) Manuscripts can focus on topics within the scope of either Marketing or Management. However, all manuscripts must have managerial implications.
- 6) A limit of three manuscripts per University (lead author) will be considered for the special section.

Special Section Review Process:

- 1) Manuscripts should be submitted by April 15, 2020, for full consideration.
- 2) *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- 3) The Editor will review all manuscripts before entering them into the review process.
- 4) At least two independent reviewers will provide feedback on a given manuscript.
- 5) To facilitate timely publication, all manuscripts receiving an offer for revision will be due within 60 days.

Submission Deadline: April 15, 2020

Please see detailed submission guidelines located at:

<http://www.mmaglobal.org/publications/mmj/>

Submit articles via email to MMJ@mmaglobal.org

Marketing Management Journal Editor

Questions about the special section should be directed to:

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