

## **Editorial: Marketing Management Journal Introduction to the Special Section**

### **The Current Issue:**

In the present issue, Tim Aurand served as the Special Section Editor. These articles highlight “The Use of Social Media and Strategic Marketing Initiatives: Insights into State-of-the-Art Marketing Communication Practices.” Overall, we received a high number of quality submissions for the Special Section and five manuscripts were accepted for publication.

### **Special Recognition Awards:**

The Journal has two annual awards. The first award is “The Reviewer of the Year Award.” The Editor of the Journal selects this award. With the help of Gail Zank, former Editor, I am happy to announce Dr. Haeran Jae as the Reviewer of the Year. She is an Associate Professor of Marketing at Virginia Commonwealth University. Thank you for your excellent service to the Journal!

The second award is the “MMJ Outstanding Article of the Year.” The Journal’s Editorial Review Board voted on this award. The ten manuscripts for consideration were published in 2016 (Volume 26) and were accepted for publication under the Editorship of Gail Zank. Voting for this award occurred this year between August 16<sup>th</sup> and September 10<sup>th</sup>. While the results were close, the Outstanding Article of the Year is “Mentoring’s Impact on Salesperson Job Satisfaction Dimensions” by Nathaniel Hartmann (University of Hawai’i at Mānoa), Brian N. Rutherford (Kennesaw State University), Scott B. Friend (Miami University), and G. Alexander Hamwi (Missouri State University).

### **New Members of the Editorial Review Board:**

During the course of the first year of my Editorship, I am proud to announce several new members of the Editorial Review Board:

Scott Ambrose – Embry-Riddle Aeronautical University

Nwamaka Anaza – Southern Illinois - Carbondale

Duleep Delpchitre – Illinois State University

Laura Munoz – University of Dallas

As submissions continue to increase in number and quality, I will continue to add new members to the Editorial Review Board. As can be seen, new Editorial Review Board members have strong records of research accomplishment and are able to review multiple topics and methods.

### **The Upcoming Special Section:**

The topic for the Special Section that will appear in Volume 28, Issue 2, is titled, “The Evolution of Marketing – Changes in the Purchase and Consumption of Products and Services through Technology.” The Special Section is based on the dramatic change in the

purchase and consumption of goods and services that we have experienced in the recent decade. In part, this is due to the advent and rapidly expanding uses for mobile technology, as well as the transformation of numerous cultural norms. While technology has an obvious impact upon nearly every aspect of the purchase and consumption of goods and services, other factors such as social norms, significant shifts in demographic profiles, consumer psychographics, and socio-economic changes are also factors impacting our society's consumption. In this Special Section, both business-to-business and business-to-consumer manuscripts will be given equal consideration. Also, primary consideration will be given to empirical work, both qualitative and quantitative in scope. The submission deadline for the Special Section is March 1<sup>st</sup>, 2018. We look forward to receiving submissions for this section.