

Editorial: Thoughts and Directions for Marketing Management Journal

Special Thanks:

First, I would like to extend special thanks to Gail Zank for her service as Editor of *Marketing Management Journal* for the past three years. With her leadership and direction, I feel the Journal has made great strides and is well positioned for the future. Her dedication to the Journal shows in the overall quality of the Journal. Thank you, Gail!

The Current Issue:

In the present issue, Gail Zank served as Editor for the five accepted articles. These articles highlight the wide scope of topics that fall within the realm of Marketing Management. I want to briefly highlight several key take-aways I gleaned from each of these articles.

The lead article, “Value Contribution of Personal Selling and Direct-to-Consumer Advertising in the Pharmaceutical Industry” by Dingus, Agnihotri, and Hu, examines the use of detailing and direct-to-consumer advertising within the pharmaceutical industry. Detailing is explained as pharmaceutical reps making multiple rounds of presentations to inform and educate physicians in the hope they will consider the given drug when writing prescriptions. With FDA approval, direct-to-consumer advertising has allowed changes in regulations, which permit pharmaceutical firms to use promotional advertisements through broadcast media. Using COMPUSTAT, data for Tobin’s q , stock return, and return on investment were generated. Findings suggest that both detailing and advertising contribute to the overall value of a firm. Interestingly, findings suggest that detailing makes a far greater contribution per unit than advertising. I find this study interesting, given the use of secondary data within a sales context. Further, the pharmaceutical industry context provides an interesting avenue for this type of research to be conducted within.

The second article, “The Role of Prior Sales Experience of Buyers and Duration in Buyer-Seller Relationships” by Ambrose, Anaza, and Rutherford, examines the impact of both social and economic satisfaction in relation to buyer’s commitment to salespeople. The study suggests that while both social and economic satisfaction impact buyer commitment, economic satisfaction has a stronger impact on buyer’s commitment. The main focus of the article is the examination of two moderators, relationship duration and buyer’s prior sales experience. Their results suggest that as duration of the relationship increases, the relationship between economic satisfaction and commitment becomes more important. However, this moderating relationship is not found when examining the social satisfaction to commitment relationship. When looking at prior sales experience, surprisingly, their results suggest that it is possible that buyers without prior sales experience place a higher level of importance on both social and economic satisfaction when determining their level of commitment to the relationship. This finding highlights the worthiness of additional research to further develop our understanding of the impact of buyers’ having prior sales experience within the buyer-seller relationship.

The next article, “Salesperson Networking Behaviors and Creativity: Exploring an Unconventional Relationship” by Krush, Agnihotri, Macintosh, and Kalra examines customer and professional networking in relation to salesperson creativity and adaptive selling. Interestingly, the data source is from the real estate industry, a well-fitting context for this study. Unique to this study, the authors examine direct, interactive, and curvilinear effects on salesperson creativity. Their findings suggest that both professional and customer networking are positively related to salesperson creativity. They also report a positive impact of salesperson’s creativity on adaptive selling. From this study, I see the need for additional research on networking beyond the real estate context. Also, I see the potential for additional studies conducted within the real estate context to further develop our understanding of this unique group of salespeople.

The article titled, “The Impact of Cognitive Age on Materialism, Status Consumption and Loyalty Proneness on the Indian Elderly” by Iyer, Eastman, Sharma, and Eastman, examines the impact of cognitive age on the level of materialism, status consumption, and loyalty proneness for Indian seniors. The study examines if relationships are moderated by self-confidence and social involvement. Interestingly, the study finds direct relationships between cognitive age and both materialism and status consumption, but not loyalty to product/brand. Five of the six moderated paths were supported. I was intrigued that both self-confidence and social involvement were moderators between cognitive age and loyalty to product/brand. The results for H_3 , H_{3a} , and H_{3b} , taken together, provide an insightful finding showing the importance of examining moderators, even when direct effects are not significant.

The last article in the issue, “An Empirical Study of Consumer Motivations to Use In-store Mapping Applications” by Ertekin, Pryor, and Pelton, examines characteristics that influence the use of in-store mapping applications by young consumers. According to the authors, in-store mapping applications are mobile applications that provide real time location information to consumers, as well as the means by which marketers can deliver coupons and other sales promotions at the target location. These applications can enhance consumers’ in-store experiences by providing the means to more efficiently research and purchase products. To predict intentions to use in-store mapping applications, both motivational and personality characteristics were examined. Results suggest a variety of characteristics influence consumers’ intention to use in-store mapping applications. As with any technology-based studies, this study reinforces the importance of understanding how and to what extent consumers are willing to adopt and use new technology to enhance the customer experience. This study is an excellent example of a topic that is at the forefront of current marketing application.

Special Sections:

As in the past, the Journal publishes a Special Section in the 2nd issue of each volume. In this volume of the Journal, the Special Section is titled, “The Use of Social Media and Strategic Marketing Initiatives: Insights into State-of-the-Art Marketing Communication Practices.” We received a high number of quality submissions for the Special Section and the submissions are currently in the review process.

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 1st, 2018. We look forward to receiving submissions for this section.

Perspectives from the New Editor:

As with any other new Editor of a journal, authors frequently wonder what type of topics the “new Editor” will be looking for. Consistent with the scope of *Marketing Management Journal*, I will look for articles that are well-written, methodologically sound, and make a contribution to the field of Marketing Management. I feel the scope of Marketing Management spans most areas/sub-areas in Marketing, as long as managerial implications can be gleaned. The importance of providing well thought-out managerial implications, which can be implemented by firms, cannot be underscored enough. Further, I feel that the Management discipline can contribute to the Journal by providing Marketing implications to topics within the Management field.

From a manuscript positioning standpoint, I encourage authors to focus on fewer well-developed hypotheses than a large number of under-developed hypotheses. In my opinion, two to five well-developed hypotheses can advance the literature further than a manuscript with ten to fifteen hypotheses where only one or two of those hypotheses are well developed and make a contribution.

I also feel the need for the field to increase the amount of manuscripts replicating previously studied hypotheses. This does not mean just replicating a model and submitting a manuscript. It implies understanding the inherent limitations of the work you are replicating, or partially replicating, and explaining how you extend the current body of knowledge of the topic beyond the initial study. In the case of replications, counter-findings provide a strong avenue for contribution and should be highlighted.

From a methodological standpoint, a wide range of techniques fit within the scope of the Journal. I have always tried to use the best method to aid me in understanding versus the method that I know the best when conducting my own research. While papers using structural modeling, ANOVA, and regression-based approaches are always welcome, I encourage authors to consider if other tools can address their research questions better. For example, given, the managerial focus of the Journal, case-based studies using a qualitative methodology approach would allow us to advance many of the topics at the heart of Marketing Management.

This approach would be highly appropriate for emerging topics and recent events impacting the macro-environment, especially given the relatively quick publication time of the journal.

Manuscripts conducting scale development and/or critiques and solutions to existing scales provide an opportunity to expose readers who might not otherwise be familiar with our work to the Journal. As with any scale development project, the development process (correctly following established scale development guidelines) and the end result (quality of the scale) will be a determining factor of its potential for publication. However, the importance and need for the development of quality scales cannot be stated enough. Further, scales which can be easily used by managers to assess employees, customer, or market potential are strongly encouraged.

Taxonomies are another avenue for contribution. Given that taxonomies provide a foundation to build further research upon, the need for several quality taxonomies to appear within the Journal over the next several years is apparent. In addition, meta-analytic assessments of constructs at the heart of Marketing Management are strongly encouraged.

Given the relatively quick publication process of the Journal, I recommend that authors submit manuscripts on current topics within the field. I feel research on current topics can make a strong impact on the field and help in shaping further discussion on the given topic. However, I do want to be clear that current topics are not a replacement for traditional manuscripts that build and extend topics that were once the hot topic. In essence, we welcome a wide range of manuscripts from ones that focus on current topics all the way to those manuscripts that are well-positioned and extend a fairly established research stream.

Changes to the Journal:

Shifting focus, I wanted to highlight several of the new directions that we as a Journal are moving toward. First, we want to recognize the best-of-the-best in the Journal. For Volume 26 (2016), we are asking the Editorial Review Board to select the “Best Paper of the Year.” With ten high quality articles, the board will have a challenging time selecting only one article. Further, we want to show our appreciation to the hard work that our Editorial Review Board members provide to the journal and acknowledge their dedication to the Journal. Starting this year, we will announce a “Reviewer of the Year Award.” The Reviewer of the Year will be selected by the Editor with the help of the Associate Editors.

From a publication standpoint, we are looking to add two unique types of articles to each issue of the Journal. The first pertains to methodological issues and advancements. For example, recent developments in PLS, HLM, or others types of analytic tools. This type of article will not be the primary type of article appearing in the Journal, but we feel will be useful to better expose our readership to current research methodologies. The second pertains to the current state and future of areas under the umbrella of Marketing Management. Examples could include, “The Current State and Future of Selling and Sales Management” or “The Current State and Future of Retailing.” These articles will highlight thoughts from some of our field leaders to help our readership better develop ideas for future research that would be relevant to the journal.

Overall, I feel that *Marketing Management Journal* and the Marketing Management Association are in a strong position to really impact the future of Marketing Management scholarship! As always, I welcome comments and thoughts from past, current, and future authors of the Journal.

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MANUSCRIPT AND SUBMISSION GUIDELINES

MARKETING MANAGEMENT JOURNAL

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Scope and Mission

The mission of the *Marketing Management Journal* (MMJ) is to provide a forum for the sharing of the academic, theoretical, and practical research that may impact the development of the marketing management discipline. Manuscripts that focus upon empirical research, theory, methodology, and review of a broad range of marketing topics are strongly encouraged. Submissions are encouraged from both academic and practitioner communities.

Submission Guidelines

Manuscripts that do not conform to submission guidelines will not be distributed for review. Authors should submit manuscripts via email to mmjjournal@gmail.com. Each submission should consist of two files:

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2. A file containing the manuscript title, an abstract of no more than 150 words, keywords, and manuscript. Author identification or affiliation should not appear anywhere in this file.

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The MMJ editorial board interprets the submission of a manuscript as a commitment to publish in MMJ. Editorial policy prohibits publication of a manuscript that has already been published in whole or in substantial part by another journal. Each manuscript is first assessed by the editor to determine its potential for successful completion of the review process. A manuscript that goes beyond the initial review goes through a double-blind review conducted by members of MMJ's review board. Feedback from reviewers and the editor team's evaluation are used to make a decision on whether a manuscript will be accepted for publication in MMJ.

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