

## **Editorial: Thoughts on Marketing Management Journal**

### **Special Thanks:**

First, I would like to extend special thanks to Tim Aurand for his service as Special Section Editor of *Marketing Management Journal*. Volume 28 will conclude Tim's service to the Journal. With Tim's direction, there were a number of articles published in the Special Section of the Journal. Thank you, Tim!

### **The Current Issue:**

In the present issue, there are four regular submission manuscripts and one Special Section manuscript. These articles highlight the wide scope of topics that fall within the realm of Marketing Management. I want to highlight several key takeaways I gleaned from each of these articles. The first article, "Leading Questions: A Categorization System," by Scott and Steward, examines issues with the use of leading questions and provides researchers with a tool to help identify and reduce the use of leading questions within survey development. From my viewpoint, this study highlights an issue with many studies within the extant literature. If researchers are unable to identify and eliminate the use of leading questions within survey design, then the validity of that research becomes highly questionable.

The second article is titled, "Extreme Couponing: An Exploratory Study," and is written by Zboja, Goldsmith, Clark, and Gatzlaff. This study examines the practice of extreme couponing utilizing a mixed-method approach. Study findings show that many coupon users hold negative opinions of the extreme couponing practice. This study is an example of nicely conducted mixed-methods research that can, potentially, be used as a template for additional studies examining topics through a mixed-method approach. Second, this study offers a glimpse into the consumption practices of this extreme group of product users.

The next article, "Controversial Advertising and the Role of Beliefs, Emotions and Attitudes: The Case of Spirit Airlines," was written by Arnaud, Curtis, and Waguespack. The study examines the use of a controversial advertising strategy. Specifically, individuals' attitudes toward Spirit Airline's use of controversial ads are examined. The study is interesting, given the types of advertisements that are utilized and the impact that they had on consumer responses.

The fourth article is titled, "Effects of Menu Calorie Information and Product Image on Millennials' Purchase Intention," and was written by Gala, Rippé, Dubinsky, and Favia. The manuscript examines millennials' reaction to different menu options, including the presence or absence of visual cues and caloric labeling in their intentions to purchase. They also examined healthy versus unhealthy options. Findings from this study are interesting, given that a number of results were not as hypothesized. This opens up an avenue for further exploration to better understand why many of these results are counter to the hypothesized relations.

The Special Section article is titled, "Brand Experience, Flow and Brand App Loyalty: Examining Consumer Decision Making within Branded Mobile Apps," and was written by

Smith and Chen. The manuscript looks at relationships regarding branded mobile apps and willingness-to-recommend. As the use of mobile technologies continues to increase, marketers will need an ever-increasing understanding of how to effectively use these tools.

### **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. I am happy to announce Dr. Timothy Reisenwitz as the Reviewer of the Year. He is a Professor of Marketing at Valdosta State 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 2017 (Volume 27) and were accepted for publication partially under the Editorship of Gail Zank and partially under my Editorship. Voting for this award occurred this year between October 9<sup>th</sup> and October 30<sup>th</sup>. The results were close enough to have two winners of the Outstanding Article of the Year. The manuscript titled, “The Role of Prior Sales Experience of Buyers and Duration in Buyer-Seller Relationships,” by Scott C. Ambrose (Embry-Riddle Aeronautical University), Nwamaka A. Anaza (Southern Illinois University Carbondale), and Brian N. Rutherford (Kennesaw State University) is one of the Outstanding Articles of the Year. The manuscript titled, “Salesperson Networking Behaviors and Creativity: Exploring an Unconventional Relationship,” by Michael T. Krush (North Dakota State University), Raj Agnihotri (University of Texas-Arlington), Gerrard M. Macintosh (North Dakota State University), and Ashish Kalra (University of Texas-Arlington) is the other Outstanding Article of the Year. Congratulations!

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

I am proud to announce several new members of the Editorial Review Board:

Kesha Coker – Ball State University

Scott Friend – Miami University

Lucy Matthews – Middle Tennessee State University

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. At the conclusion of this volume, the term for several members of the Editorial Review Board will conclude. I want to thank these scholars for the contributions they have made to the Journal over their tenure as members of the Editorial Review Board.

# MARKETING MANAGEMENT JOURNAL

Volume 28, Issue 2

Fall 2018

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*The Marketing Management Journal* (ISSN 1534-973X- print; ISSN 2329-9762- online) is published semi-annually by the Marketing Management Association. Issues are posted online as published; print version published following release of the fall issue combining spring and fall issues. Subscriptions, address changes, reprint requests and other business matters should be sent to:

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# MANUSCRIPT AND SUBMISSION GUIDELINES

## MARKETING MANAGEMENT JOURNAL

January 2018

### 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](mailto:mmjjournal@gmail.com). Each submission should consist of two files:

1. A file containing the cover page listing the manuscript title, each author's name, institution affiliation, mailing address, telephone number, and email address. If there are multiple authors, the editor will consider the author originating the manuscript submission the contact author unless otherwise noted.
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.

Manuscripts should be submitted using 12-point Times Roman font and should not exceed 30 typewritten pages inclusive of body, tables and figures, and references. Margins must be one inch. Preparation of the manuscript should follow style guidelines in the most recent *Publication Manual of the American Psychological Association*, 6<sup>th</sup> edition. Tables and figures used in the manuscript should be included on a separate page and placed at the end of the manuscript. Authors should insert a location note within the body of the manuscript to identify appropriate placement. Tables and figures should be constructed in table mode of Microsoft Word.

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.

In order for an accepted paper to be published in MMJ, authors must authorize copyright protection for MMJ prior to manuscript being published. Manuscripts accepted become the copyright of MMJ.

The editorial board reserves the right for stylistic editing of manuscripts accepted for publication in MMJ. Where major stylistic editing becomes necessary, a copy of the accepted manuscript will be provided to the author(s) for final review before publication.

### Publication Information

The Spring issue each year will be published online on the MMA website upon completion of the issue. The fall issue will also be published online on the MMA website upon completion. A print edition containing the spring and fall issues of a volume will be printed upon completion of the fall issue. Each author of an article published in MMJ will receive one copy of the issue in which the article appears. General access to MMJ is available online at: <http://www.mmaglobal.org/publications/mmj/current-past-issues/>.

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