

Editorial: Thoughts on Marketing Management Journal

The Current Issue:

In the present issue, there are three regular submission manuscripts. 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, “Market Orientation and Country Markets: A Search for its Globalness and Role in Competitive Advantage of Firms” by Chakravorti, examines the role of market orientation in global markets. The author provides a historical analysis of 1) globalness of market orientation, 2) globalness of marketing orientation-performance relationships, and 3) market orientation in relation to competitive advantages. The study then develops a framework for global marketing. Overall, this study provides a strong summary of the literature, followed by directions for researchers to advance this topic through the examination of the provided framework.

The second article is titled, “Root, Root, Root for the Home Team: The Persuasive Ability of Salesperson Perceived Team Identification in the Buyer-Seller Dyadic Exchange,” and is written by Nicol, King, and White. This study examines the influence of perceived salesperson team loyalty congruence on the outcomes of customer trust, customer satisfaction, customer gratitude, and purchase intention. In addition, customer team identification is examined as a moderating variable. This study is interesting, given the impact that team identification can have on the sales process.

The third article, “Can Social Media Ads Facilitate Retail Therapy? An Investigation of Psychological Outcomes of Ad Engagement in College Females,” was written by Russell and Rogers. The study examines the relationship between engagement with social media ads and self-regulation on depression, fear of missing out, and anxiety. As the body of social media research is growing, this study builds additional research to this base of knowledge while also focusing specifically on female respondents.

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 Pavan Chennamaneni as the Reviewer of the Year. He is a Professor of Marketing at the University of Wisconsin-Whitewater. 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 2018 (Volume 28) under my Editorship. Voting for this award occurred this year between November 3rd and November 30th. The results were close, with nine of the ten manuscripts receiving at least one vote. The manuscript titled, “PLS-SEM: The Holy Grail for Advanced Analysis,” by Lucy Matthews (Middle Tennessee State University), Joe Hair (The University of South Alabama), and Ryan Matthews (RLM Enterprises, LLC) is the Outstanding Article of the Year. Congratulations!

New Member of the Editorial Review Board:

I am proud to announce a new member of the Editorial Review Board:

Cindy Rippe – University of North Georgia

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 29, Issue 2
Fall 2019

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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 2019

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 mmj@mmaglobal.org. 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*, 6th 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.

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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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The annual membership fee for the Marketing Management Association is \$50. The subscription rate for print format of MMJ is \$35. The library rate is also \$35. International subscriptions are \$50. Please note that the Marketing Management Association only accepts payments via checks or money orders in US Dollars.