

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, “Get In Where You Fit In: How Realistic Job Previews Impact Salesperson Congruence and Commitment to Values,” is written by Darrat, Babin, Darrat, Darrat, and Saleh. This study examines whether and how an accurate and detailed job preview can preemptively engender common values among new recruits and serve as a filtering mechanism to attract committed salespeople. The results show that realistic job previews significantly enhance salesperson value congruence and satisfaction, which are likely to lead to lower role conflict. As an important implication to sales managers, this article offers a tabulated summary of recommended initiatives on implementing recruitment techniques to promote a value-driven sales force.

The next article, “Household Energy Consumption: Understanding the Impact of Income, Racial Diversity, and Pro-Environmental Behaviors” by Walker, Nowlin, and Krush, explores demographic and situational factors that affect household energy consumption. Utilizing publicly available data, this study finds that household income indirectly drives electricity consumption through dwellings with higher energy requirements, although racial diversity appears to attenuate the direct effects of income on usage. This article serves as a reminder to both academic researchers and marketing practitioners that big public data sets are often able to provide valuable information and generate insights that are not available in smaller datasets like surveys.

The third article is titled “Differences in Generation Y and Generation Z: Implications for Marketers,” and is written by Reisenwitz. This study compares and contrasts Internet usage variables (Internet shopping satisfaction, social media usage, brand loyalty, and risk aversion) for Generation Y and Generation Z respondents. Results reveal that although Generation Y tend to experience greater Internet shopping satisfaction and exhibit greater brand loyalty than members of Generation Z, there are no significant differences between the two generational cohorts for social media usage and risk aversion. This study offers interesting insights on how generational characteristics evolve as each cohort matures.

New Members of the Editorial Review Board:

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

G. Alexander Hamwi, Missouri State University
Eddie Inyang, The College of New Jersey
Ryan Matthews, Tennessee Tech 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.

Special Section One Call for Papers:

Marketing during Uncertain Times: How do Disruptive Events affect Marketing Management?

As the entire world has felt, and continues to feel, the impact of COVID-19, the field of Marketing has been turned upside down. A shift from bricks-and-mortar shopping to predominantly online shopping has occurred for a number of consumers. This has a far-reaching impact on the supply-chain, as well as to customer relationship management processes and systems. Consumers are seeing delays in delivery of items, creating an excess burden on many CRM systems. Further, the traditional sales process has also changed. Salespeople are now making fewer face-to-face sales calls and the handshake might be something of the past. Demand for certain products is rapidly increasing, while other products are seeing massive reductions in demand. This is creating major supply/demand issues across the supply chain, in addition to creating uncertainty within the marketplace.

Recognizing that we are in a new paradigm of marketing management, *Marketing Management Journal* will have a special section of the Journal designated for research on disruptive events. While COVID-19 is at the forefront of disruption across the world, research submissions examining other disruptive events are also encouraged.

Suggested topics could include, but are not limited to:

- The impact of COVID-19 on the supply chain.
- The role of the CRM system in the COVID-19 crisis.
- The role of technology during COVID-19.
- The role of technology in a post-COVID-19 time.
- Changes in how customers interact with front-line employees, including the sales force.
- Changes to the sales process due to COVID-19.
- The best practices for bricks-and-mortar retailers to survive a disruptive event.

Special Section Review Process:

- Manuscripts should be submitted by August 31, 2022, for full consideration.
- *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- The Editor will review all manuscripts before entering them into the review process.
- At least two independent reviewers will provide feedback on a given manuscript.
- To facilitate timely publication, all manuscripts receiving an offer for revision will be due within 90 days.

Submission Deadline: August 31, 2022

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:
Brian N. Rutherford, Ph.D., Professor, Kennesaw State University
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Special Section Two Call for Papers:

Digital Technology's Influence on Marketing Management

Technology continues to be a driving force within marketing management. A shift from bricks-and-mortar shopping to predominantly online shopping has occurred for a number of consumers. Companies have responded by spending additional resources to improve their online presence, including website content, the online customer experience, and the use of social media to provide visibility to the brand and products.

Recognizing this continuing shift in the customer experience, *Marketing Management Journal* will have a special section of the Journal designated for research on digital technology's influence on marketing management.

Suggested topics could include, but not limited to:

- How business is being conducted in a virtual environment.
- How firms have increased the use of technology during the COVID-19 crisis.
- Social media's influence on consumers.
- Social media's influence on the business-to-business sales process.
- The influencer.
- The use of mobile technology in the consumer buying process.

Special Section Review Process:

- Manuscripts should be submitted by December 31, 2022, for full consideration.
- *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- The Editor will review all manuscripts before entering them into the review process.
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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 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.

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

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