

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, “Segmenting the Market of In-Store Decision Makers: Implications for Shopper Marketing,” is written by Cobb-Walgreen, Donthu, and Pilling. This study identifies five groups of in-store shoppers and examines how they make their purchasing decisions. The results show that not all in-store decisions to purchase are impulse purchases. In addition, this study finds that although in-store purchase decisions are influenced by consumer, product, and/or environmental variables, not all three are equally important for any one purchase. These findings are of benefit to marketing professionals to better understand the factors and the mental processes that affect consumer purchasing decisions.

The next article, “An Honest Discussion About Lies: How Components of a Seller’s Lies Can Impact Customer Relationship Commitment” by Butski, Boostrom, Jr., and Bonds, discusses how deceit has been viewed in marketing and sales, as well as explores the impact that salesperson lies might have on customer’s relationship commitment. This study finds that although some reasons for deceit by salespeople are more understandable and excusable, all lies are costly, so the truth always wins. Further, results show that even when lies do not effect product performance, they still have a negative impact on the buyer-seller relationship. These findings are of particular value to sales trainers and sales educators to highlight the consequences of deception and the importance of having a strong personal work ethic ingrained early on in a salesperson’s career.

The third article is titled “Dare to Share? The Impacts of Health Crises on Information Needs of Users Evaluating Peer-to-Peer Services,” and is written by Sihi. This study examines how the peer-to-peer fashion rental platform was impacted by the COVID-19 health crisis. Findings indicate that some disclosures (detailed policies that describe the rental process, the associated costs, liabilities, and contingencies) were highly required by users both before and after the COVID-19 health crisis. However, post-COVID-19, users also expressed their need for more information about cleaning and sanitation processes, how different stakeholders are protected, as well as genuine and un-curated user reviews. These findings can be extended to other online sharing economies that facilitate peer-to-peer markets.

Special Section 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.
- 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: December 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:
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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

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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