

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, “The Marketing of Information in the Information Age,” by Hofacker and Goldsmith, discuss adding a third category, information, to the goods/services classifications. The authors provide a thorough review of what information is, what are information products, and the unique challenges that information products face. The manuscript then discusses scalability and mutable issues with information products. Overall, this is a thought-provoking manuscript that should form the basis of additional conversation pertaining to the role of information in Marketing Management.

The second article is titled, “The Relationship among Fan-Based Brand Associations, Brand Equity and Behavioral Intentions in a Sport League,” and is written by Ceren, Gokhan, and Serdar. This study proposes and tests a model predicting behavioral intentions by assessing both brand equity and brand association using a sample of NFL fans. Brand association was modeled as a second-order construct using nine dimensions. The study split the sample into two groups, those that attended NFL games and those that did not. Study findings suggest that stronger league brand associations lead to stronger league brand equity, which in turn increases fans’ tendency to watch and/or attend the games.

The next article, “Narcissism versus Machiavellianism and the Role of Self Control towards Social Desirability,” was written by Gala, Chauhan, and King. The study examines theoretical differences in Machiavellianism and narcissism. The study provides excellent overviews of both Machiavellianism and narcissism, prior to elaborating on the key differences between the two constructs. The study then tests two hypotheses linking both Machiavellianism and narcissism to social desirability. Two additional hypotheses are used to examine self-control as a moderator. Overall, this study provides a strong assessment of the current state of the literature, plus advancing our level of knowledge on similarities and differences between these two constructs.

Special Section Call for Papers:

Marketing Management Journal Special Section 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 are seeing rapid increases, 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:

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

Special Section Review Process:

- 1) Manuscripts should be submitted by August 31, 2021, for full consideration.
- 2) *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- 3) The Editor will review all manuscripts before entering them into the review process.
- 4) At least two independent reviewers will provide feedback on a given manuscript.
- 5) To facilitate timely publication, all manuscripts receiving an offer for revision will be due within 90 days.

MARKETING MANAGEMENT JOURNAL

Volume 30, Issue 1

Spring 2020

EDITOR

Brian N. Rutherford

Kennesaw State University

ASSOCIATE EDITOR

Michael Messina

Gannon University

PRODUCTION EDITOR

Lynn Grable

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:

Dr. Alex Milovic

Executive Director

Department of Marketing

College of Business Administration

Marquette University

PO Box 1881

Milwaukee, WI 53201-1881

Telephone: (414) 288-8052

Manuscript Guidelines and Subscription Information: see pages v-vi.

Copyright © 2020 Marketing Management Association

Published by the Marketing Management Association

PUBLICATION COUNCIL OF THE MARKETING MANAGEMENT ASSOCIATION

Paul Hensel
University of New Orleans

Pallab Paul (Ex-officio)
University of Denver

Leila Samii, (Ex-officio)
Southern New Hampshire University

Lyle Wetsch (Ex-officio)
Memorial University of Newfoundland

Alex Milovic (Ex-officio)
Marquette University

Archana Kumar
Montclair State University

Debra Zahay-Blatz
St. Edwards University

Brian N. Rutherford (Ex-officio)
Kennesaw State University

Susan Geringer
California State University, Fresno

EDITORIAL REVIEW BOARD

Raj Agnihotri
Iowa State University

Diane Edmondson
Middle Tennessee State University

Laura Munoz
University of Dallas

Scott Ambrose
*Embry-Riddle Aeronautical
University*

Scott B. Friend
Miami University

Robert M. Peterson
Northern Illinois University

Nwamaka Anaza
Southern Illinois - Carbondale

Susan Geringer
*California State University
Fresno*

Timothy Reisenwitz
Valdosta State University

Vishag Badrinarayanan
Texas State University

Alfred Guiffrida
Kent State University

Cindy Rippe
University of North Georgia

Nora Ganim Barnes
University of Massachusetts-Dartmouth

Rajesh Iyer
Bradley University

David Shepherd
The Citadel

Michelle Beauchamp
Mississippi College

Haeran Jae
Virginia Commonwealth University

J. Garry Smith
University of North Texas

Vince Carter
*California State University
Bakersfield*

Eliane Karsaklian
Universite de la Sorbonne Nouvelle

Ursula Sullivan
Northern Illinois University

Kesha K. Coker
Ball State University

Vijaykumar Krishnan Palghat
Northern Illinois University

Cheryl Ward
Middle Tennessee State University

Pavan Chennamaneni
University of Wisconsin-Whitewater

Lucy Matthews
Middle Tennessee State University

John Wellington
*Indiana University-Purdue
University Fort Wayne*

Duleep Delpechitre
Illinois State University

Claudia Mich
Purdue University Calumet

Lin Zhang
Truman State University

Jacqueline Eastman
Georgia Southern University

TABLE OF CONTENTS

The Marketing of Information in the Information Age <i>Charles F. Hofacker and Ronald E. Goldsmith</i>	1
The Relationship among Fan-based League Brand Associations, Brand Equity, and Behavioral Intentions <i>Ceren Ekebas-Turedi, Gokhan Karaatli and Sedar Turedi</i>	17
Narcissism versus Machiavellianism and the Role of Self Control towards Social Desirability <i>Prachi B. Gala, Rahul S. Chauhan and Robert A. King</i>	38

MANUSCRIPT AND SUBMISSION GUIDELINES

MARKETING MANAGEMENT JOURNAL

January 2020

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/>.

Subscription Information

Communications concerning subscription, changes of address, and membership in the Marketing Management Association, should be addressed to:

Alex Milovic
Executive Director, MMA
Marquette University
PO Box 1881
Milwaukee, WI
53201-1881
Email: ExecDirector@mmaglobal.org

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.