

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, “How Social Media Use by Salespeople Translates into Sales Performance: The Mediating Role of Sales Strategy,” by Inyang, examines the increasing importance of social media use within a business-to-business sales context. Using a sample of salespeople, the study finds that when salespeople use social media to implement the sales strategy dimensions of customer segmentation, customer prioritization, and the use of selling models, there is a positive effect on sales performance. As social media continues to increase in importance, furthering our understanding of how it influences sales force performance will have strong implications for sales force management.

The second article is titled, “Is Store or Service Satisfaction More Important to Customer Loyalty?” and is written by Powers, Jack, and Choi. This study examines two aspects of satisfaction (store and service) on two aspects of loyalty (attitudinal and behavioral). Results from this study suggest that store satisfaction has a stronger impact on aspects of loyalty than service satisfaction. The third article, “When Good Business Relationships Go Bad: A Quantitative Analysis of Dark Side Variables in Mature Supply Chain Relationships,” was written by Monteiro, Eastman, Shepherd, Eastman, Manrodt, and Bock. The study examines five dark side relationship variables as predictors of two performance outcomes (financial and relationship duration based outcomes). The study examines both direct and interaction effects in predicting the two aspects of performance. Findings suggest the examined antecedent variables have varying effects, supporting the importance of studying the dark side of supply chain relationships.

Special Issue Call for Papers:

Marketing Management Journal Special Section Call for Papers Non-Traditional Doctoral Programs: The Executive Viewpoint

The number of non-traditional AACSB accredited doctoral programs have increased in number over the last decade. Some of the programs are focused toward executive education, with the majority of their graduates remaining or continuing to climb the corporate executive ladder, often using the wording “Executive” in the degree title. Other programs are focused on utilizing past experiences of executives and then providing rigorous research-focused academic training, often highlighting the research aspects of doctoral work. This type of program finds a number of their graduates entering into tenure-track roles at AACSB accredited universities. While both types of structures provide foundations for alumni to publish in high-quality journals, the latter group often feels increased pressure to publish in high-quality peer reviewed journals when entering academic roles.

Recognizing the importance of the experiences that these executives bring into the learning environment, *Marketing Management Journal* will have a special section of the Journal designated for research conducted by students in non-traditional AACSB accredited doctoral

programs. Students currently enrolled in non-traditional AACSB accredited doctoral programs are invited to submit manuscripts to the special section. Understanding that doctoral students have excellent research ideas, but limited experience in writing for academic journals, it is strongly recommended that manuscripts be coauthored by well-established senior scholars.

Specifically, submissions for this special section should meet the following guidelines:

- 1) The lead author of the manuscript should currently be enrolled in a non-traditional AACSB accredited doctoral program.
- 2) To help facilitate the development and integration of “real world” problems for optimal academic impact, lead authors are strongly encouraged to work with a senior scholar to help facilitate the development of the manuscript in a timely fashion.
- 3) Conceptual manuscripts are encouraged.
- 4) Manuscripts should range between 3,000 and 5,000 words.
- 5) Manuscripts can focus on topics within the scope of either Marketing or Management. However, all manuscripts must have managerial implications.
- 6) A limit of three manuscripts per University (lead author) will be considered for the special section.

Special Section Review Process:

- 1) Manuscripts should be submitted by April 15, 2020, 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 60 days.

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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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