

Editorial: Thoughts on Marketing Management Journal

The Current Issue:

In this issue, three regular submission manuscripts are presented. 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 lead article, “Customer and Competitor Orientation, Innovation and Performance in Small and Medium Sized Enterprises” by Flight and Mudiyanselage, examines the role customer and competitor orientations play on market and industry performance outcomes of SMEs when mediated by product and process innovation. The study proposes a unique research model to suggest that independent processes are at play between market orientation sub-dimensions (customer and competitive orientation) and cannot be discerned without independent path analysis. From a research perspective, this manuscript offers tools to extend research on the relationships between subcomponents of firm orientation constructs and their effects on firm outcomes.

The next article is titled, “How Internet Penetration Affects Local B&M Retailers,” and is written by José-Domingo Mora. This study analyzes the effects of Internet penetration on B&M retailers through the lens of intensity per capita and diversity of retail establishment. Study results indicate that even though Internet access and benefits are available to businesses of all sizes, Internet penetration favors specialist businesses that tend to be smaller and local to a greater degree than generalists that tend to be larger and non-local. Implications stemming from these findings are of importance to small local business owners and local government officials to promote Internet infrastructure to help support local retailers and benefit consumers through broader product arrays and stronger local economies.

In the last article, “Consumer Search for Nutrition Information when Eating in Restaurants,” written by Hochradel and Taran, the authors investigate whether consumers with higher levels of health consciousness, preventive health behaviors, perceived nutrition knowledge, self-efficacy, and body image use the nutrition information on the menu and have preferences for the framing of that information than consumers with lower levels of these constructs when eating out. The results of this study indicate that consumers with higher levels of the consumer characteristics measured, except for body image, do use nutrition information when eating out. Also, results suggest that consumers do not have a particular preference for the framing of nutrition information, although they desire expanded information for the benefit of selecting the menu item with full knowledge, regardless of whether the item is healthy or unhealthy. Given the findings, this study puts forth useful implications to policy makers in encouraging posting of nutrition information at all restaurants, as well as to restaurant managers in how the information needs to be presented to consumers.

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MANUSCRIPT AND SUBMISSION GUIDELINES

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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.

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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:

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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.

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