

# JOURNAL OF MARKETING TRENDS

## Publication Guidelines

### Editorial Objectives



The Journal of Marketing Trends aims to:

1. Become an academic publication which recognizes the work of researchers concerned with new trends and developments in marketing
2. Encourage cross-disciplinary research on the major changes in marketing paradigms and new fields of original research in all aspects of marketing
3. Develop cross-country and multi-cultural research of the requisite level of quality which can be published in English, French, German, Italian or Spanish
4. Attract high quality authors from all continents who are developing knowledge on the major trends in marketing
5. Use the strength of the International Editorial Board to provide rapid support and feedback to reinforce the quality of the published work.

The Journal of Marketing Trends is interested in publishing the following types of manuscripts derived from new perspective articles and advanced research in marketing: (a) Empirical research that report quantitative data, statistical tests and validity assessment information, (b) Exploratory research introducing qualitative data, verbatim and groundwork, (c) Theoretical research including conceptual articles, state of the art, meta-analyses, and critical essays.

### Submission

All manuscripts must be submitted by e-mail to Professor Andreani at: [andreani@escpeurope.eu](mailto:andreani@escpeurope.eu).

### Selection

Papers are evaluated through a double blind review process which is ensured: first by the Country Editorial Board (2 anonymous reviewers); second by the Board of Editors (Anonymous International Reviewing Process). The selection will be made on the basis of the publication rules of the major marketing research reviews, while also seeking to preserve the diversity of the various points of view. The reviewers are all marketing professors with high academic standards.

# Journal Of Marketing Research Submission Guidelines

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**Velavancorresponding**



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**Marketing and Multicultural Diversity** C. P. Rao, 2006 As populations become increasingly mobile and production is globalized countries and regions around the world are becoming multicultural in social composition Such multicultural market environments call for new marketing concepts and methodologies as well as empirical research into the implications of multicultural diversity for marketers These important issues are addressed in this detailed volume which examines critical multicultural marketing issues at various geographic national regional and global levels Cabell's Directory of Publishing Opportunities in Management and Marketing David W. E. Cabell, Deborah L. English, 1994 A Practical Guide to Research Papers James P. Farrelly, Lorraine M. Murphy, 1988 Cooperative Journal, 1926 **A Guide to Serial Publications Founded Prior to 1918 and Now Or Recently Current in Boston, Cambridge, and Vicinity** Thomas Johnston Homer, 1922 Research In Marketing, 1990 Dictionary Catalog of the Research Libraries of the New York Public Library, 1911-1971 New York Public Library. Research Libraries, 1979 Business Publication Advertising Source, 2002-10 **Central Business Review**, 2005 Ayer Directory of Publications Jeff Sumner, 2001 **Peste des Petits Ruminants (PPR): Generating Evidence to Support Eradication Efforts** Francois Louis Roger, Guillaume Fournié, Aurelie Binot, Barbara Wieland, Richard Anthony Kock, Adama Diallo, Alexandre Caron, Bryony Anne Jones, 2021-03-04

**Verbal Behavior** Burrhus Frederic Skinner, 1957 **Marketing Research** Alvin C. Burns, Ronald F. Bush, 2004 The Journal of Political Economy, 1920 Deals with research and scholarship in economic theory Presents analytical interpretive and empirical studies in the areas of monetary theory fiscal policy labor economics planning and development micro and macroeconomic theory international trade and finance and industrial organization Also covers interdisciplinary fields such as history of economic thought and social economics Price V. Philip Morris, Inc, 2003 **Journal of Personnel Research**, 1923 Includes section Book reviews **Willing's Press Guide**, 2000 A guide to the press of the United Kingdom and to the principal publications of Europe Australia the Far East Gulf States and the U S A

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