

## Sunil Venaik

**From:** International Marketing Review <emerald@sci.scientific-direct.net>  
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# International Marketing Review

## Editor Interview

We interviewed Professor Jeryl M. Whitelock, co-editor of the [International Marketing Review](#) (IMR) to gain her insights on the latest research impacting the field.

*All articles featured are free to access until the end of 2012.*

**The most downloaded 2011 paper in IMR is "[Identity, demographics, and consumer behaviors: International market segmentation across product categories](#)". What are your thoughts on why this paper has gained such interest?**

This paper by Cleveland et al. embodies many of the characteristics which are important to us at IMR. It is an academically robust and international study, but also explores issues which are central to international marketing: consumer behaviour; globalization; market segmentation; national cultures; and product management.

Underpinned by the consistently compelling notion of globalisation (or otherwise), in the words of the authors “the paper makes a significant contribution to the international market segmentation literature, demonstrating the variable impact of demographics and identity across consumer behaviors. The findings bolster the notion that many cultures have the innate facility to ‘glocalize’, that is, to absorb foreign or global ideas with the best practices and bond these with native customs. The results further imply that globalization takes on many forms throughout the world”.

**What do you consider to be the most exciting paper published in IMR so far in 2012?**

I would like to highlight two viewpoint pieces:

### Co-Editors



Professor Jeryl M.  
Whitelock  
Bradford University



Professor John W.  
Cadogan  
Loughborough  
University

## [Level of analysis in export performance research](#)

Oliveira, Cadogan and Souchon

### [On the Misuse of National Culture Dimensions](#)

Brewer and Venaik

Although addressing different areas of methodological concern, both papers remind us to stand back from our discipline of international marketing and objectively evaluate how we research what we research. They ask us to consider carefully the methods and constructs we use and to ensure that we do not adopt these simply because 'it is what is always done', but because they are clearly appropriate to the research questions we want to answer.

**Are there any key themes that you are particularly interested in receiving [submissions](#) on for upcoming issues?**

IMR's definition of international marketing is purposefully broad and we have published papers on a wide variety of topics. One area of international marketing management which has received little attention over time is that of international pricing. We also receive fewer papers which consider B2B issues, as opposed to consumer marketing.

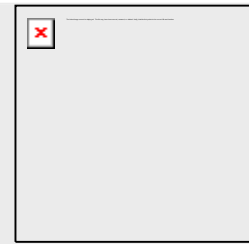
Secondly, although the journal adopts a pluralist approach to international marketing research and welcomes submissions which present the results of rigorously conducted, robust research, whatever the specific methodology employed, we receive fewer papers which follow a qualitative as opposed to a quantitative approach. That said, a forthcoming Special Issue will go some way towards beginning to address that gap.

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