

University of Groningen

Leading IJRM on the path to prominence

Kannan, P. K.; Hung, Iris; Reinartz, Werner; Stephen, Andrew

Published in:
International Journal of Research in Marketing

DOI:
[10.1016/j.ijresmar.2019.02.002](https://doi.org/10.1016/j.ijresmar.2019.02.002)

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Document Version
Publisher's PDF, also known as Version of record

Publication date:
2019

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Kannan, P. K., Hung, I., Reinartz, W., & Stephen, A. (2019). Leading IJRM on the path to prominence. *International Journal of Research in Marketing*, 36(1), 1-2. <https://doi.org/10.1016/j.ijresmar.2019.02.002>

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

The publication may also be distributed here under the terms of Article 25fa of the Dutch Copyright Act, indicated by the "Taverne" license. More information can be found on the University of Groningen website: <https://www.rug.nl/library/open-access/self-archiving-pure/taverne-amendment>.

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Contents lists available at [ScienceDirect](https://www.sciencedirect.com)

IJRM

International Journal of Research in Marketing

journal homepage: www.elsevier.com/locate/ijresmar

Leading IJRM on the path to prominence

P.K. Kannan^{a,b}, Iris Hung^c, Werner Reinartz^d, Andrew Stephen^e

^a University of Maryland, USA

^b University of Groningen, The Netherlands

^c Fudan University, China

^d University of Cologne, Germany

^e University of Oxford, UK

Greetings from the new editorial team! Our team started handling new submissions from August 1, 2018 and all submissions, including revisions, from October 1, 2018. Between then and now, we have collectively handled over 250 manuscripts and written several decision letters. This experience allows us to reflect and reiterate our editorial philosophy, refine our editorial objectives, and provide some guidelines to authors submitting manuscripts to IJRM.

As the top non-US based marketing journal in the world, IJRM has evolved over the past years into a broad-based and broadly focused journal, publishing papers with contributions in one or more of the substantive, conceptual, and methodological dimensions. IJRM is method agnostic and is open to all methodological approaches: experimental, observational, qualitative, empirical, and analytical. The only common requirement for all the published papers is that the research focuses on an issue that is relevant to a stakeholder—irms, managers, policy makers, societal stakeholders, and consumers—with some actionable implications or insights for one or more of them. Therefore, IJRM is closer to *Journal of Marketing Research* in its positioning in the marketing journal space.

Since IJRM is a broad-based marketing journal, we consider papers that examine marketing problems from a consumer behavioral, analytical, or empirical perspective. We specifically encourage papers that use multiple methods and combine the different perspectives because these provide strong validity for the research. This is tantamount to saying that the editorial team will specifically reward ecological validity. This will clearly pay-off towards the goal of being relevant. Since it is a **marketing** journal, the implication of the research for a stakeholder—a manager, a policymaker, or a consumer—should be clearly highlighted. This implication needs to be clear and strong. Thus, if it is consumer behavior research focusing on the consumer, there must be some implications for managerial or policy maker or consumer actions. If it is an analytical or methodology-based research, similar standards apply.

IJRM encourages submissions with a novel, riskier, or more unusual approach. The editorial team is very open to innovative ideas, and the editorial process is geared towards publishing novel and important papers with high relevance for any of the stakeholders. Rigor will be maintained in the process, ensuring that the paper has insights for stakeholders, the research results and findings are valid, and the contributions are significant.

Recognizing the time value of ideas, IJRM seeks to publish important and timely papers that may not be perfect in all respects, rather than impeccable research with only incremental contribution. With this objective, IJRM aims for a final acceptance decision after two rounds. That is, after two rounds, the manuscript is conditionally accepted or rejected. In rare instances, the review process may spill over to the third round, but we seek to minimize the number of such instances.

Timely topics focusing on the interaction of technology and marketing are particularly welcome. We also welcome studies that are based on the types of data that are all the more common today: large and unstructured data. Another topic of interest is the societal relevance of marketing. Against the backdrop of evolving societal needs and foci (e.g., sustainability, individualized behavior, digitization of consumption, urbanization, consumer well-being, etc.), IJRM welcomes studies that address timely and relevant questions in these domains.

Given these philosophy and objectives, the following are important guidelines on what the manuscript should focus on regardless of its research focus.

- With respect to motivating the study initially, it is always a very good idea (if not a must) to communicate the relevance of the chosen research question/issue. Why and how is it important to know the answer to the research question? In simplest terms: what is the usefulness to the target stakeholder(s) of the answers to the research question? This issue should be addressed clearly in the introduction section. This section should also include an assessment of the importance of the problem for the target audience.
- While not every manuscript has to have an extensive literature review, in most cases it is certainly a good idea to use that as a springboard for the focal study presented in the paper. Importantly, the literature review is not just a list of previous studies or a descriptive exercise. Rather, the literature review is a crucial stepping-stone that supports the need for and the relevance of the focal study. Equally important, it is supposed to analyze what has been done so far, to evaluate those sources critically and appropriately, and to put forth not only what can be learned from the review but also possibly what cannot be derived from the extant literature. Thus, the literature review plays two important roles. First, it should help to motivate the need for the focal study by pointing out the relevance of the research question and by explaining the important gap that the focal study is supposed to fill. Secondly, it helps build a conceptual model that is both appropriate and persuasive.
- Having a distinct section on managerial or policy implications is an important feature of articles in IJRM. Specifically, the authors should describe how the results of their research will impact or change existing stakeholder knowledge and behavior. In other words, what would a stakeholder do differently based on these results? Importantly, this is not a regurgitation of the results or discussion section. This is a separate exercise wherein existing stakeholder practices are confronted with the study's results, and from this juxtaposition, the implications are being derived. This also then means that researchers should be well aware of what exactly the current stakeholder practices and challenges are in the respective domain.
- It is also important that the papers outline the future research issues that emerge from the paper. This discussion should typically be near or at the end of the paper, in the conclusion section, but it also can be used as a way to motivate the importance of the topic being researched and presented in the manuscript. A paper that focuses on an emerging area of research or on an area that is at the early or middle stages of its lifecycle can accomplish this much easier than a research that focuses on the fag-end of a topic lifecycle.

IJRM attracts submissions from all over the world, and the share of submissions from emerging economies is increasing. It is important that wherever the submission is from or whatever data it is based on, the results from the research are generalizable. Focusing the research on a specific product- or service-category from a specific geographical market usually does not help for such generalization. This said, research that focuses on specific institutional settings unique to a certain market, which can further the understanding of marketing, is certainly encouraged. The editorial team, the Area Editors, and the reviewers strive to provide reviews that are constructive and developmental in nature, even if the paper is ultimately rejected. Our aim is to contribute to the mission of IJRM to elevate the standards of research of those who submit papers to the journal, especially from developing economies.

Now, we turn to some questions we often get asked:

- What is IJRM's policy on considering manuscripts rejected at other top journals? If before submitting it to IJRM, the rejected manuscript is appropriately revised based on the reviews, then we will be glad to consider it. However, just shopping the manuscript around without making any changes is a bad idea as we use the same reviewers as the other top journals do. Inexperienced authors often severely underestimate the odds that a previously rejected manuscript ends up with the same reviewers at the new journal. Reviewing a manuscript that has been rejected at another journal without any changes done to it is not well received by any reviewer. Hence, it is in the authors' best interests that they revise the rejected manuscript before submitting it to IJRM. Manuscripts are likely to improve as a result, and they would have a better chance of acceptance at IJRM.
- Does IJRM consider shorter papers? We are agnostic with regard to short or long papers. All that the editorial team cares about is that the marketing contribution of the paper is significant. Sometimes short papers accomplish this very well while some longer papers fail to do this.

Finally, in the interests of data transparency and to mitigate concerns of academic dishonesty, we encourage all authors to make available their data and any relevant code if their research involves empirical and/or experimental work. While this is not a requirement for review and publication at IJRM, making these available enriches the published article. Authors retain copyright over their data and code, and the published article is linked to a dedicated companion website.

We are excited to be on this journey with you to take IJRM to greater heights! We look forward to receiving your manuscripts.