

Call for Papers

Transnational Marketing Journal

Transnational Marketing Journal (TMJ) is dedicated to publishing high quality contemporary research into transnational marketing practices and scholarship while encouraging critical approaches in the development of marketing theory and practice. TMJ is an exciting new title which promotes and show-cases current research into marketing practices and challenges crossing national borders.

Transnational Marketing Journal invites practitioners, consultants, and academics to submit papers worthy of contribution to the literature. We invite papers that model marketing, critically discuss marketing practices, investigate consumer experiences, and the dynamics of the marketing organisation with regards to the transnational context and relevance. We also invite papers that study consumer preferences, marketing environment, marketing strategy, segmentation analysis, consumer reference points, marketing theory, modelling and so on. Critical and novel approaches and methods are particularly welcome.

We invite scholars from marketing and other cognate disciplines in management and social sciences. TMJ welcomes (a) interdisciplinary work, (b) papers with mixed-method approach, (c) critical and radical approaches. Submissions can be in the form of (a) research papers, theoretical or conceptual papers, (b) case studies, (c) debates, viewpoints, (d) research notes, (e) data presentation.

Transnational Marketing Journal facilitates and encourages the contribution of academic research as well as bringing the practitioner and consumer voices into the scholarly debate.

Organisations have recognized the particular needs and characteristics of markets and consumers spanning across national borders. Changes in telecommunication and transportation alongside globalisation have brought new challenges as well as opportunities for marketers, consumers and organisations alike.

Submission information

The manuscripts should be sent to the editor as a word document at: editor@transnationalmarket.com

As a guide, full research papers should be between 3,500 and 6,000 words. Please make sure your manuscript follows the format specified in the author guidelines on the journal website.

Submissions are screened and if suitable sent to two referees for double-blind peer review.

Executive Editor:

Prof Ibrahim **Sirkeci**, Regent's College London, UK
E-mail: sirkecii@regents.ac.uk

Associate Editors:

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E-mail: cagrihaksoz@sabanciuniv.edu

Dr Monika **Koller**, Vienna University of Business and Economics, Austria
E-mail: monika.koller@wu.ac.at

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