

## Marketing trends: the research process

Research, and in particular research into marketing trends, can have a strong national cultural dimension. It can depend upon the ways of thinking, the educational paradigms and the respective knowledge of the researchers' countries of origin and location, even if research methodologies are generally seen as universal. Whilst respecting this diversity, in particular thanks to its country and international editorial boards, the *Journal of Marketing Trends (JMT)* nevertheless seeks articles which demonstrate a clear validation of findings ("proof") and clear justification of the chosen research methods.

It seeks studies of marketing issues or trends of contemporary, and ideally of international, significance which uses data and theory to address research questions and/or to test research hypotheses whose aim is to discover something of both academic significance and managerial importance. The *JMT* is neutral between particular research methodologies, although it does give some priority to papers that provide empirical evidence. It seeks to encourage methodological diversity and subscribes to the view that different research methods should be seen as complementary rather than mutually exclusive.

The *Journal of Marketing Trends (JMT)* expects rigour with respect to the supporting evidence or data, appropriate grounding in existing theoretical knowledge and research, and results which can be properly validated. 'Theory' implies both that the paper is positioned with respect to what is already known about the chosen issue from the academic and professional literature and that the findings can be defended as sound because they are well grounded empirically and conceptually and they 'make sense' with regard to existing knowledge and they 'account for' the data.

- The *JMT* does give priority to empirical studies, which can be qualitative, observational or quantitative provided that the chosen methodology is appropriate to the research questions and that sampling issues are appropriately handled.
- The *JMT* encourages papers which are drawn from the relevant target groups, such as consumers, practitioners, brands, or companies rather than 'convenience' sampling (such as students, unless they represent the target population) and for cross-cultural studies, a justification of the chosen countries of study. Relevance as well as rigour is the goal.
- The *JMT* also seeks conceptual papers where these clearly advance marketing knowledge with management implications. Such papers should be appropriately grounded in existing theory, be clearly structured and hopefully lead to new models or new relations between established constructs, and again which have managerial implications.

The *Journal of Marketing Trends (JMT)* expects a clear explanation and justification of the chosen research process. This should include:

- In the introduction, what are the new areas of research or the new trends which are to be studied
- For the literature review, selected reference to work which is relevant, significant and recent, in addition to the seminal material, as well as the authors' own critical review.
- For the methodology, systematic explanation of any hypotheses and their source and a clear justification of the chosen methods, why these are appropriate to the research question when compared to alternative methods
- In the results, discussion and conclusions, a critical evaluation of the findings and how these relate to existing knowledge
- In the limitations and future research, an honest appraisal of the research constraints and the methodology chosen and a view on how future work could extend into new fields which are relevant.
- For the management implications reference to existing practice and what changes marketing practitioners might make as a result of the research

The *Journal of Marketing Trends (JMT)* has as its goal the stimulation and encouragement of academic debate and knowledge about trends in marketing thinking, practice and research methods, especially if international, cross-border or cross-marketing discipline. This can be empirical or conceptual provided that the papers show the appropriate level of validation ("proof"), rigour and relevance.

**Chris Halliburton, Jean-Claude Andreani, Umberto Collesei, Françoise Conchon, Abraham Koshy, Paulo de Lencastre, Taihong Lu, Jean-Louis Moulins, José Mugica, Tiziano Vescovi, Klaus-Peter Wiedmann**