

## Marketing Trends: What Research Paper?

Appeared in the beginning of the 2000s, research on Marketing Trends has developed with the creation of the International Marketing Trends Conference at the instigation of Jean-Claude Andreani (Paris) and the contribution of Umberto Collesei (Venice) and Françoise Conchon (Paris). Ten years later, with the help of a team of 5 European professors (Chris Halliburton - UK, Jean-Louis Moulins - France, José Mugica - Spain, Tiziano Vescovi - Italy, Klaus-Peter Wiedmann - Germany) and two Asian professors (Abraham Koshy - India, Taihong Lu - China), they launched the *Journal of Marketing Trends* (1). Following these developments, the question which then must be asked is the following: what does differentiate a Marketing Trends paper from another paper? The whole research report is involved.

**First, research objectives are modified.** A Marketing Trends paper aims to develop new ideas, new theoretical and practical research perspectives, to explore new trends in marketing, cross-industry, cross-disciplinary or cross-country context; major changes in marketing paradigms and especially of future trends or new thinking in marketing. Several types of papers are expected (2): rigorous papers that replicate models in different settings, papers extending the validity of established research instruments, papers extending the scope and understanding of previous findings; papers providing major contributions to research tools and methods, papers with breakthrough innovation in research methods or in marketing knowledge.

**Second, the review of literature shows concepts in a new light.** Only references which are relevant, significant and recent, must be selected, in addition to the seminal material, as well as the authors' own critical review. On an academic matter (3), the aim is to conceptualize research, highlight issues of the literature review and illustrate the different trends of thought and scientific controversies. Managerial dimension is also important to contextualize research. Through an analysis of non-academic journals and works by professional organizations, the paper underlines evolutions of the real world and debates on studied topic.

**Third, scientific demonstration guarantees the diversity of points of view**– diversity of marketing topic; of theory and practice (and the links between the two); of methodology. We subscribe to the view that different research methods should be seen as complementary rather than mutually exclusive (4). The modes of knowledge production can borrow deductive, inductive or abductive postures and even mix them. Marketing Trends papers 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. For the methodology, Marketing Trends papers include a systematic explanation of any hypotheses and their source as well as a clear justification of the chosen methods, why these are appropriate to the research question when compared to alternative methods. This can be empirical or conceptual provided that the papers show the appropriate level of validation, rigor and relevance.

**Fourthly, results and discussions provide academic debate** and knowledge about trends in marketing thinking, practice and research methods. Not only they are properly validated, but they lead to a critical evaluation of the findings and how these relate to existing knowledge and new relations between established constructs. Results (5) explain mutations, bring transformations of already existing paradigms and their unresolved problematic, new and emerging trends, long-term orientations or trends, or structural trends in the evolution of marketing knowledge.

**Finally, in the last part, Marketing Trends papers place emphasis on limits, further research and managerial implications of results**, in order to develop fundamental research and marketing knowledge that can be applied in practice (6). In the limitations and further research, they include an honest appraisal of the research constraints and the methodology chosen as well as a view on how future work could extend into new fields which are relevant. For the management implications, they refer to existing practice and explain what changes marketing practitioners might make as a result of the research.

In conclusion, Marketing Trends papers are especially relevant to researchers and managers concerned with how marketing is evolving and in new marketing perspectives and approaches. They aim to be a focus for scientific debate based upon rigorous research, dealing with the changing marketing paradigm. They participate to the knowledge development on the major trends in marketing.

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