

JOURNAL POSITIONING

JOURNAL OF MARKETING TRENDS

In the context of constant and rapid environmental and technological changes, particularly since 2000, the *Journal of Marketing Trends (JMT)* has become especially relevant to researchers and managers concerned with how marketing is evolving and adapting as well as with how new marketing perspectives and approaches are emerging. The recent sanitary crisis of 2020-2021 made it even more important as it focuses on research on marketing trends.

Journal of Marketing Trends (JMT)

- (1) Academic publication which recognizes the work of researchers concerned with new trends and developments in marketing.**
- (2) Encourages cross-disciplinary research on the major changes in marketing paradigms and new fields of original research in all aspects of marketing.**
- (3) Develops cross-country and multi-cultural research of the requisite level of quality which can be published either directly in English or in both English and French, German, Italian, or Spanish (thanks to a translation from the original language into English).**
- (4) Use the strength of the International Editorial Board to provide rapid support and feedback to reinforce the quality of the published work.**
- (5) Is already recognized for its quality, the international character of the editorial board, the quality of the reviewing process, the respect of academic standards of evaluation (double-blind), its selectivity and its ability to welcome contributions on innovative trend and fields of research.**

What is marketing? What is a marketing trend?

Appearing in the early 2000's, research on Marketing Trends developed with the creation of the International Marketing Trends Conference. Although in the early 2000s some authors predicted the end of marketing, and others wanted to redefine it, without really knowing in what way, the subject itself continues to forge ahead. The *Journal of Marketing Trends (JMT)* is a testimony to this dynamism.

This is all the more true now that firms have integrated factors such as digital marketing, co-creation, Corporate Social Responsibility, environmental concerns, sustainable development, ethics and the economic and sanitary crisis. All these factors are major transformations which change the rules of the game and make us rethink the relationships between the client and the corporation.

The *Journal of Marketing Trends (JMT)* aims to be a focus for scientific debate based upon rigorous research, dealing with the changing marketing paradigm and following the goals it has previously set.

First we need to consider the **epistemological question: *what is marketing?*** What purpose does it serve? Who are the stakeholders? To whom it is addressed? The American Marketing Association, which sets itself as the authority on the subject, has changed its official definition of marketing twice in 70 years (in 2004 and 2007). If one compares these marketing evolutions to those of technological progress (for example aircraft, the internet or mobile phones) over the same period, two changes is not much. Theoretical issues revolving around the mission of marketing, its activities or stakeholders, still need to be dealt with. In a paper some authors suggest reintroducing the word “stakeholder” which was mentioned in 2004 and then dropped in 2007, in the AMA definition. Is this enough? Other researchers consider that the evolution of the concept of marketing derives from our own representation of that concept. Should not we also think about concepts such as value creation and the fields of marketing research or research methods? The *Journal of Marketing Trends (JMT)* aims to support these epistemological approaches.

Secondly we need to consider **another epistemological question: *what is a marketing trend?*** The *Journal of Marketing Trends* addressed a wide range of marketing topics dealing with the evolution of the marketing field, the new trends in marketing and marketing methodologies: marketing management (marketing strategy, digital marketing, brand management, communication, advertising, pricing, , retailing, distribution, sales, consumer behavior, consumer satisfaction, marketing research, etc.). Similarly, special marketing applications come into account such as services, tourism, culture, healthcare, automotive, banking, energy, luxury goods, consumer goods, media, small and medium-sized enterprises, territorial marketing, kids & teens, etc.

Innovation / Novelty

The *Journal of Marketing Trends* publishes papers across **the entire spectrum of marketing**, which bring **novelty** to marketing theory and practice and innovation in marketing research methods. The *Journal of Marketing Trends* covers a broad spectrum of research approaches from empirical research to conceptual articles and addresses a wide range of marketing topics dealing with:

- (1) The evolution of the marketing field.
- (2) Marketing management (e.g. communications, brand management, digital marketing, pricing, product innovation, retailing...), consumer behavior, special marketing applications (e.g. services, tourism, culture, healthcare...), marketing research, and relationship marketing (i.e. trust, CRM, the development of the transactional and relational approaches in marketing, customer loyalty, customer acquisition...). Another concern of research in marketing involves the duality Consumer Behavior - Marketing Management. Researchers and marketers never share the same point of view on this matter. Some, that would be the researchers, want to explore the intimate and complex mechanisms and are attentive to a scientific conclusion and statistical results, making the reading of their papers arduous for non-professionals. Others, the marketers this time, are

sensitive to the main action keys found on the market and are looking for innovations that appeal to them. The *Journal of Marketing Trends (JMT)* publishes papers that meet this dual aspiration

(3) And, as a consequence, the stimulation of innovative work on fields left unexplored.

Publications have the ambition of proposing new and solid views on marketing knowledge !

JMT categorized **innovative research in marketing** and the assessment of papers as follows:

- **Leading Novelty / Innovation:** path breaking papers bringing major progress in marketing knowledge / theory; papers with breakthrough innovation in research methods.
- **High Novelty / Innovation:** papers extending the scope and understanding of previous findings in marketing knowledge / theory; papers providing major contributions to research tools and methods.
- **Moderate Novelty / Innovation:** rigorous papers that replicate models in different settings which can be used for further theoretical reviews or empirical generalizations; papers extending the validity of established research instruments.
- **Low Novelty / Innovation:** papers that replicate models rigorously and which contribute to increased confidence in the research methods used but if they are seen as potentially useful for the consolidation of existing knowledge.
- **Little Novelty / No Innovation:** primarily descriptive papers or reviews with little contribution to existing knowledge; papers based upon 'convenience' or unsubstantiated sampling (including the use of students where these are not the relevant sample universe or isolated country examples without justification of the country selection process); papers exhibiting little innovation or insufficient rigor; replications of similar empirical settings. This level of papers is excluded.

Each issue of the *Journal of Marketing Trends (JMT)* develops new ideas, to encourage new research perspectives, and to explore new trends in marketing, seeking to preserve the diversity of different points of view – diversity of marketing topic; of theory and practice (and the links between the two); of cross-industry or cross-country context; and especially of future trends or new thinking in marketing.

The *Journal of Marketing Trends* stimulates multi-country or cross-cultural work and aims to act as an International arena of scientific debate. The International Board of Editors and the local Editorial Boards (eight countries), which includes editors who share diverse research cultures and academic backgrounds, looks for supporting a cross-fertilization of ideas and perspectives. Each issue of the *Journal of Marketing Trends (JMT)* seeks to be the voice of both the richness of countries and academic schools, and the variety of methods of research and topics.

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, the *Journal of Marketing Trends* 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 as to 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 rigor 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 rigor 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 conclusion, 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”), rigor and relevance.

Marketing Trends Papers

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: 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. From an academic perspective, the aim is to conceptualize research, highlight issues and illustrate the different trends of thought and scientific controversies. The managerial dimension is also important to contextualize the research. Through an analysis of non-academic journals and works by professional organizations, papers underline evolutions from the real world of practice and debates on the 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. 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 are they 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 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, Marketing Trends papers place emphasis on limitations, further research and the managerial implications of results, in order to develop fundamental research and marketing knowledge that can be applied in practice. 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.

As a 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.