

Editor's Introduction of a New Marketing Journal: Expert Journal of Marketing

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1. Introduction

As the Editor-in-Chief for *Expert Journal of Marketing*, it is a great pleasure to provide this first editorial for the first issue of this new marketing journal. We started this journal because we believe that research plays a vital role in the marketing discipline and it broadens our understanding of this field of study.

The increase of research activities is producing an ever increasing stream of marketing articles, books, reports, and working papers each year. Today, the Internet allows us to get in contact marketing articles in an international forum, to be read and expanded by colleagues and to contribute to our general knowledge of marketing. The basic purpose of *Expert Journal of Marketing* is to promote marketing articles and research in order to improve the general understanding of its underlying and related concepts.

Marketing is an ever-changing, interdisciplinary field. In order to examine phenomena, problems or solutions, marketing uses concepts and theories from different fields such as economics, psychology, statistics, management and many more. Consequently, there is a broad range of marketing subjects that can be studied, coined and expanded in many areas of marketing, such as: online marketing, profit or non-profit marketing, online or offline consumer behavior, product decisions, pricing, marketing communications, marketing channels, strategic market planning, industrial marketing, international marketing, etc.

The objective of this editorial is to outline the strategy for *Expert Journal of Marketing* and how it will be implemented.

2. Objectives

The purpose of this journal is to further establish a stream of literature that deals with the new marketing dynamics emerging in online and offline environments. Nowadays, there are many aspects that encourage the publication of insightful and valuable articles meant to push the limits of a particular field. In the case of *Expert Journal of Marketing*, these include the openness of the journal to new ideas in marketing, the broad range of article types the journal is willing to publish, the mechanics of the peer-review process, and the open-access to the journal.

The most essential factor for establishing and ensuring high quality of an academic journal is the expertise of its reviewers. Although this is the first issue of *Expert Journal of Marketing*, we managed to gather a team of expert reviews who offer guidance for our marketing articles on a voluntary and regular basis. Through their efforts, this journal aims to provide submitting authors with timely and constructive reviews of their submitted articles.

Expert Journal of Marketing's objectives involve a number of initiatives, such as:

- openness to innovative research from all over the world,

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- openness to different disciplinary approaches (behavioural, economic, statistical, quantitative, etc.)
- efficient online peer review process,
- fast and efficient of editorial decisions,
- development of citations and increasing the journal's impact,
- adequate revisions of the submitted articles,
- fast time to provide an answer to authors,
- quick dissemination of findings to a wide audience,
- promotion of accepted articles among various social media outlets,
- broaden the audience of authors and readership.

3. Content

The editorial policy of *Expert Journal of Marketing* is very broad, with very few constraints on the topics of articles. There are certain questions that should be reflected in accepted and published articles:

- How do consumers and customers behave in the ever-changing online and offline environments?
- How do markets evolve considering all their influencing factors?
- How can marketing contribute in increasing competition between companies in a market?
- How can marketing contribute to organizational performance?
- How can green marketing contribute to societal welfare?

I believe that these questions will continue to be relevant in the years ahead, with online and offline repercussions. Thus, *Expert Journal of Marketing* must attract and publish the valuable articles from the entire spectrum of marketing. Finally, it must value interdisciplinary work and the use of multiple research methods.

More specifically, we want to encourage submission of six new types of contributions, as follows:

- (1) Empirical papers that, with the use of quantitative methods, produce important general substantive findings (but without any specific contribution to modelling methods). The objective for these papers is to publish the empirical discoveries fast, so that other theoretical underpinnings may follow in future dissemination of authors' work;
- (2) Conceptual and theoretical papers should present the premises of different marketing concepts, by providing their definition from an academic perspective and meaning in a certain business context;
- (3) Industry reports should provide scholarly reports of events occurring in either fundamental disciplines or industry that might have important marketing implications. These reports can refer to initiatives taken by major companies or governments and are meant to offer new ideas for future relevant research;
- (4) Case studies are highly encouraged and should reflect descriptive, exploratory or explanatory analysis of a manager, company, event or industry, while emphasizing certain learning objectives;
- (5) Teaching notes will be published in relation to case studies or as theoretical developments for lectures;
- (6) Book reviews should reflect analyses based on content of marketing books, by providing subjective opinions and recommendations.

4. Emerging Topics

The marketing community is diverse in its approach to marketing questions. However, as a reader or author, academic or practitioner, all want to know more about marketing phenomena. *Expert Journal of Marketing* wishes to play an important role in identifying and promoting new topics in all marketing areas, by attracting high-quality manuscripts on important marketing topics.

What should marketers study as top concerns? Marketing Science Institute proposed seven marketing research priorities for 2012-2014 regarding: consumer insights; rethinking the journey to purchase and beyond; designing consumer experiences instead of products; mobile marketing; big data; marketing organizations and capabilities. These topics do not form an exhaustive list of articles that are appropriate for *Expert Journal of Marketing*, however they can provide a starting point of more marketing research to come.

5. Call for More Submissions

The journal welcomes contributions from around the world that adopt innovative approaches as well as those that draw on standard methodologies in marketing. Papers are invited from all research traditions that aim to enhance our conceptual understanding of the new 'territories' in marketing. Please help us locate and disseminate such contributions for future issues and volumes of our *Journal*.

6. A Final Thought

Marketing literature has had considerable influence on how companies do market research, develop new products, and interact with consumers. However, researchers, marketers, published authors, scholars, students and practitioners should constantly try to discover important marketing problems and practical solutions. The research we publish should not only be read, but also used in academic and marketing practice. *Expert Journal of Marketing* wishes to publish the best work in marketing as it is carried out in different subfields of marketing, and, in this way, to contribute to the further development of the marketing discipline. On behalf of the department editors and the submitting authors, we sincerely acknowledge our reviewers' service to the journal, and gratefully appreciate their contributions to our profession.