Preface

Marketing is a remarkably diverse discipline. At its core is one of the most fundamental and complex of human activities – how a society provides for itself. At an individual level these activities include identification of needs, gathering information, allocation of resources, decision-making, consumption, and disposal, among others. At an organizational level these activities require specialization of labor and resources, role definitions, power relationships, and administrative structures, and so on. At a societal level, marketing entails the influence of culture, social norms, and legal and regulatory dimensions. The complexity of such multi-level activities lends itself to research anchored in quite different disciplines, psychology, economics, sociology, anthropology and political science, among others and that uses an extraordinary array of research methods, ranging from qualitative to quantitative and naturalistic field observations to laboratory experiments. One result of the complexity and diversity of marketing is the creation of a challenge for publication of scholarship. There is no simple formula for publication. There are, however, some general guidelines for publication in marketing in general and in specific areas within marketing. The purpose of this book is to collect these guidelines in one place for developing scholars.

It is important to appreciate that publication in journals is an inherently creative process. When viewed through the lens of creativity it is easier to understand why frustration and failure occur. For every blockbuster motion picture there are another nine that are only so-so, if not outright flops. Some of the greatest works of art are painted over other less impressive or failed projects. Although never pleasant, failure is a part of the creative process. Building on failure, with the help of colleagues, mentors, editors and reviewers is a part of being successful in the long run. The contributors to this volume echo the need for persistence and the importance of learning from failure.

The contributors to this book are current and former editors, reviewers and accomplished scholars who have published in marketing's leading journals. The journals with which the contributors have been involved include the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of International Marketing*, the *Journal of Public Policy and Marketing*, the *Journal of Consumer Research*, the *Journal of the Association for Consumer Research*, *Marketing Science*, the *Journal of Consumer Psychology*, the *Journal of the Academy of Marketing Science*, the *Journal of Interactive Marketing*, the *International Journal of Research in Marketing*, and *Marketing Letters*. The contents of the book are a distillation of the wisdom and experience of these contributors. The chapters are original contributions or reprints from other publications that specifically focus on the publication process – how to select a topic with a high probability of publication, how to craft an informative and readable paper that clearly articulates its unique contribution(s) and its place within the broader literature, and how to navigate the review process and address comments of reviewers and editors.

The book is divided into four sections. The first section focuses on the general process of publication in the marketing literature. The second section focuses on writing for specific types of marketing journals or about specific types of research, ranging from behavioral research to quantitative research and from basic research to more applied work on strategy and policy. The third section offers a discussion of the role of reviews and reviewers in the publication process. This section also includes a discussion of the process through which an award-winning paper was ultimately accepted for publication from the perspective of the editor who accepted the paper and the author who wrote the paper. Finally, the last section of the book provides a chapter with a general summary of best and worst practices in the publication process and a chapter offering the collective advice of five current and past editors.

It is our hope that the content of this book will help jump-start the scholarship and successful publication outcomes of developing scholars. We hope the book also finds its way onto reading lists and course syllabi in doctoral programs in marketing where it might serve as the catalyst for further discussions and a deeper understanding of the publication process.

David W. Stewart
Daniel M. Ladik