

Scholarly Journals in Marketing and Related Fields

# 营销学术期刊索引

主编 赵平 刘茜 黄劲松

营销学术期刊索引

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Marketing Science
- .....



# 营销学术期刊索引

(内部交流)

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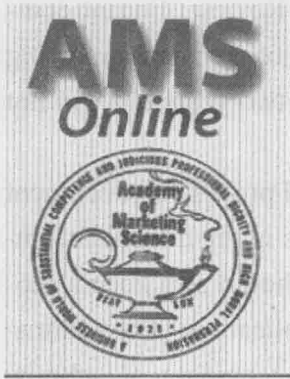


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## 营销类学术期刊

### Academy of Marketing Science Review



● **Introduction:** The Academy of Marketing Science Review is a peer-reviewed (double-blind) academic journal publishing high quality conceptual and measurement articles in the areas of marketing and consumer behavior. The journal has a worldwide audience. The journal's goal is to stimulate the development of marketing and consumer behavior theory worldwide by publishing interesting articles in a highly readable format. Since AMS Review is an online journal, all issues are available free of charge via the Internet at the journal's website.

- **Frequency:** irregularly
- **Publisher:** The Academy of Marketing Science
- **Topic:**
  - Global Perspectives on Entrepreneurship
  - Interface between Marketing and Entrepreneurship
  - Comparisons of Entrepreneurship across Countries and Cultures
  - The Role of Entrepreneurship in Economic Development
  - Global Opportunity Recognition and Analysis
  - The Impact of Technology on Global Entrepreneurship
  - Global Franchising
  - Family Business
- **Submission:**

The AMS Review will also not publish manuscripts that have been submitted to, accepted by, or published in other outlets (including published conference proceedings). AMS Review will accept papers that have been published on personal web pages, but not other electronic journals.

AMS Review will evaluate submissions based on contribution and conceptual rigor. Specifically, AMS Review seeks intrinsically interesting work, which contributes to the understanding of marketing or consumer behavior. AMS Review articles should be broadly generalizable and meaningful to an international audience, and AMS Review will not publish practitioner-oriented, empirical, modeling-based, or statistical methods articles. If you would like to submit empirically based work, please consider our other journal, the Journal of the Academy of Marketing Science. AMS Review consists of three sections, Theory, Measurement, and the



Forum. AMS Review: Theory publishes full-length articles that develop new theory, significantly challenge/clarify current theory, carefully define important constructs, or review the literature. AMS Review: Measurement publishes full-length articles that develop measures of theoretical constructs. Measurement articles are intended to be a natural extension of the theoretical development process for a construct. AMS Review: Forum contains brief commentaries on current research in marketing and consumer behavior. AMS Review: Forum commentaries would be timely and address general topics of current interest or research appearing in the academic marketing literature (commentary on articles more than two years old will not be considered).

All manuscripts must be written in English and submitted as a word processing document attached to an e-mail message. Authors are encouraged to use hyperlinks in the document. Images should be included in the word processing document, but authors should also keep a separate gif or jpg file for all images since these will be needed for final publication. The submission should be sent to [amsreview@ams-web.org](mailto:amsreview@ams-web.org). A cover letter should accompany all submissions. The cover letter should include the following information:

- Which section of the journal the paper has been submitted to: Theory, Measurement, or Forum.
- A statement of preferences for the reviewers to be assigned to the paper. No more than one reviewer can be an ad hoc reviewer or not currently a member of the AMS Review editorial board.
- A statement that the paper is not published or under review at other journals, proceedings, or other hard copy or electronic publications.
- An alternative e-mail address if you will be unavailable at the primary e-mail address for an extended period.

AMS Review encourages authors to take full advantage of the Web format when preparing their papers. This would include material requiring special visual displays, figures, pictures, or photos in color, animated effects, material that includes sounds or music, and material that depends strongly on hyperlinks for its most advantageous presentation. Manuscript length should be reasonable for the contribution offered. Please proofread the manuscript very carefully (the editor may require the authors to pay for professional copy editing of accepted manuscripts).

The manuscript should include the following information:

- Cover page showing title, each author's name, affiliation, complete address, telephone and e-mail address.
- Executive summary of between 500-1000 words.
- A list of keywords which describe the contents of the manuscript.

The executive summary should be a comprehensive summary of the contents of the

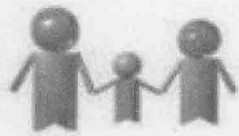


manuscript. Unlike a traditional journal abstract, the executive summary must be a stand-alone document. Authors should assume that the executive summary is the only thing a reader will see. Failure to provide an acceptable executive summary will delay publication of the manuscript. The format of the executive summary should mirror the manuscript and contain all the major section headings, and should be limited to 1000 words.

- **Revision:** AMS Review uses a double-blind review process for all theory and measure development manuscripts. The editor makes all final decisions based on input from 2-3 reviewers. Articles submitted to the Forum section will be reviewed by the editor with no input from reviewers. It is expected that authors submitting papers to the Academy of Marketing Science Review will have conducted their work in an ethical manner. General guidelines for the conduct of ethical research are available at <http://www.apa.org/ethics> (see section 8). If evidence comes forward that a published articles violated ethical research guidelines it may be removed from the journal.

- **Time span of review:** Reviews are normally completed within 45 days.
- **Review fee:**Unclear
- **Website:** <http://www.amsreview.org/>

## Advances in Consumer Research



- **Introduction:** JCR is an independent journal Published by several professional and academic organizations including ACR. JCR's purpose is to provide a vehicle for communication of empirical research, theory, and methodology as they relate to consumer behavior.

Advances in Consumer Research is an online published version of the papers submitted to the Association for Consumer Research annual meetings Since its founding in 1974 .You can use the search engine of web to find articles or papars of interest.

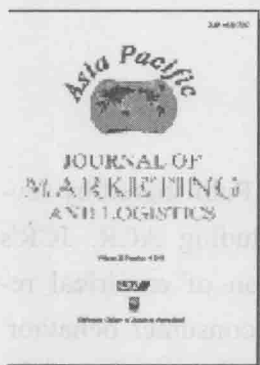
- **Frequency:** Annual
- **Publisher:** The Association for Consumer Research (ACR)
- **Topic:**
  - Commerce and Business Administration
  - Business Administration: Marketing
  - Consumer behavior
- **Submission:** Everything in ACR Publications Online is copyrighted by the Association for Consumer Research. You are invited to use the database and download or print any material useful to you in your personal research, free of charge. You have permission to make copies of any materials in ACR Publications Online free of charge if the copies are for classroom use or to copy and give to students or to sell to students at the cost of copying. This statement is



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- **Style Specification:** Table of contents and abstracts in HTML; articles in PDF format.
- **Time span of review:** Unclear
- **Review fee:** Unclear
- **Website:** <http://www.vancouver.wsu.edu/acr/home.htm>

## Asia Pacific Journal of Marketing and Logistics



● **Introduction:** The Asia Pacific Journal of Marketing and Logistics is one of the premier refereed scholarly journals of the marketing discipline. It is the international journal for the publication of high quality research in marketing and logistics both to and from the Asia Pacific regions.

- **Frequency:** Quarterly
- **Publisher:** Barmarick publications
- **Topic:** Marketing and logistics

● **Submission:** Articles submitted to a journal should be original contributions and should not be under consideration for any other publication at the same time. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. For ease of dissemination and to ensure proper policing of use, papers and contributions become the legal copyright of the publisher unless otherwise agreed. Once accepted for publication, the final version of the manuscript must be provided, accompanied by a 3.5" disk of the same version labelled with disk format, author name(s), title of article, journal title, file name. Each article must be accompanied by a completed and signed Journal Article Record Form available on <http://www.literaticlub.co.uk>. The manuscript will be considered to be the definitive version of the article. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors.

● **Style Specification:** Articles are available both in HTML format and Acrobat portable document format (pdf).



- **Time span of review:** less than three months
- **Review fee:** Unclear
- **Review :** Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to two referees for double blind peer review. Based on their recommendations the editor then decides whether the paper should be accepted as is, revised, or rejected.
- **Website:** <http://www.barmarick.co.uk/JournAsia/AsiaList.html>

## Asian Journal of Marketing

- **Introduction:** Asian Journal of Marketing incorporated the former Singapore Marketing Review, which first appeared in 1976. Its first issue was published in 1992. The journal, an internationally refereed publication, caters to a wide audience of academics and practitioners. It has a 31-member Editorial Board of Internationally recognized eminent scholars from highly rated institutions from many diverse countries such as Canada, France, Hong Kong, Japan, Korea, Singapore, Switzerland, UK and USA.
- **Frequency:** Annual
- **Publisher:** Marketing Institute of Singapore and National University of Singapore Faculty of Business Administration
- **Audience:** Members of the Marketing Institute, institutions of higher learning across the globe, and leading Companies especially in Asia and the ASEAN region.
- **Topic:** Theoretical, managerial, and public policy issues related to any field in marketing
- **Submission:** Authors are invited to submit manuscripts and book reviews to the Asian Journal of Marketing. We invite prospective contributors to submit manuscripts for possible publication in the journal. The Asian Journal of Marketing is interested in papers dealing with theoretical, managerial, and public policy issues related to any field in marketing. Contributions are encouraged on, but not limited to, topics dealing with Asia and Asia-Pacific region.
- **Style Specification:** The manuscript submitted must be original and must not have been submitted for publication elsewhere. The manuscript should be typed entirely double-spaced, using only one side of the paper. The length of the manuscript should be about 20-30 typewritten pages, inclusive of tables, figures, appendices, and references. The format of manuscript should conform to the style adopted by the Journal of Marketing. Authors may submit manuscripts before January 31 via email or send four (4) copies to the Journal Editor. For further information, email Journal Editor or [ajm@mis.edu.sg](mailto:ajm@mis.edu.sg).
- **Time span of review:** Normally authors are informed of the decision within less than 6 months and often earlier.





- **Review fee:**Unclear
- **Review:** All manuscripts will undergo a double-blind review process.
- **Website:** <http://www.mis.org.sg/others/ajm.html>

## Australasian Marketing Journal

● **Introduction:** The Australasian Marketing Journal (AMJ) is formerly the Asia-Australia Marketing Journal. It is also published in association with the Australian Marketing Institute. The purpose of amj is to publish high quality articles that enrich the practice of marketing while at the same time contributing to the advancement of knowledge in our discipline. Hence manuscripts accepted for publication must be conceptually, theoretically and methodologically well founded and offer findings and insights that contribute to our body of knowledge, as well as offering meaningful implications for practitioners. In the interests of wider dissemination, individual papers can be downloaded for personal use from website. Electronic access is generally available from six-months after the date of publication.

- **Frequency:** Quarterly
- **Publisher:** Australia-New Zealand Marketing Academy (ANZMAC)
- **Audience:** Marketing scholars and practitioners
- **Topic:** Consumer behavior, marketing research, product management, distribution, marketing communications, strategy, international marketing, services, marketing education, etc.
- **Submission:** The research is not only basis for an acceptable article. Case analysis (featuring managerial implications and/or lessons from best or bad practice, rather than "teaching" cases), creative concept and applications, book reviews, commentaries and other thought-provoking manuscripts are encouraged. It is important that authors give due consideration to the managerial relevance of their theories and empirical findings. Accordingly each published article will be accompanied by up to a page of managerial implications and/or insights, plus guidance for public policy makers (where appropriate). This appears in a separate section at the back of the journal and it will be made available to practitioner and professional readers.
- **Time span of review:** We have set a goal of turning around manuscripts for new submissions in 6-8 weeks or less. Also, in all but the most exceptional circumstances, we will endeavor to give authors a definitive answer after no more than two rounds of reviews.
- **Review fee:** Unclear
- **Review:** Amj is a double-blind peer-reviewed journal .Typically, each article is evaluated by two or three knowledgeable reviewers on five key dimensions: importance of the topic, soundness of the conceptual framework or theory, validity of the method (in the case of

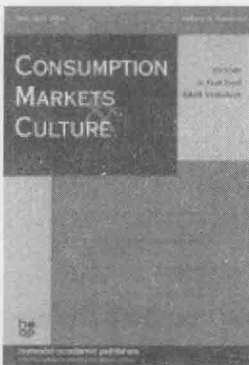




empirical papers), significance of the contribution, and general readability. First, some topics are more important than others given the readership and positioning of the journal (see, for example, our comments above regarding research on group decision-making). Questions reviewers are asked to assess include: how many amj readers would find the topic interesting? Are the key insights apparent (or have you hidden your light under a tree)? Do these insights provide a new way of looking at a phenomenon or provide deeper understanding? Analytical papers need to be technically correct. Issues of data collection, sampling, as well as validity and reliability, and appropriateness of analytic tools are the concerns uppermost in reviewers' minds. Reviewers will ask if these are technically 'correct'. If not, are they correctable or are there fatal flaws? Reviewers are asked to assess the general readability of the article and make suggestions for improvement. Don't underestimate this aspect since it is very easy to get 'off-side' with reviewers if your arguments, contributions, etc. are not clearly articulated. Or if your figures and tables are unclear and poorly presented. While amj reviewers have been asked to give constructive comments to assist the author/s, keep in mind reviewers are probably busier than most, and are giving of their time to assist in the review process. So consider the initial readers of your manuscript, and don't make them scratch their head trying to figure out what you are trying to say.

- **Website:** <http://www.marketing.unsw.edu.au/amj/>

## Consumption, Markets and Culture



- **Introduction:** Consumption, Markets and Culture(CMC) focuses on consumerism and the markets. The journal is international in its scope and iconoclastic in its aims. The editors consider marketing to be the ultimate social practice of post modernity, blending art and commerce and requiring the constant renewal of styles, forms and images. The journal's aims are that Educating readers about the conscious and planned practice of signification and representation and taking part in inquiring in and construction of the material conditions and meanings of consumption and production.

- **Frequency:** Quarterly
- **Publisher:** Routledge, part of the Taylor & Francis Group
- **Topic:** Consumption, Markets and Culture(CMC) focuses on consumerism and the markets as the site of social behavior and discourse. It encourages discussion of the role of management and organizations in society, especially in terms of production, consumption, colonialism, globalization, and business performance and labor conditions. Combining theories of culture, media, gender, anthropology, literary criticism and semiology with analyses of



business and management.

- **Submission:** The Publisher welcomes electronic submissions. Papers may be submitted directly online or on disk. Paper should be typed with double spacing and wide margins (1 to 1 and one half inches) on good quality paper and submitted five copies to the Chief Editor. A stamped and self-addressed envelope should accompany the typescript. Submission of a paper to this journal will be taken to imply that it represents original work not previously published, that it is not being considered elsewhere for publication, and that if accepted for publication it will not be published elsewhere in the same form, in any language, without the consent of editor and publisher. It is a condition of the acceptance by the editor of a typescript for publication that the publishers acquire automatically the copyright in the typescript throughout the world.

- **Style Specification:** The maximum preferred length is 45 pages. Each paper requires an abstract of 100-150 words summarizing the significant points covered. Corresponding authors can now receive their article by e-mail as a complete PDF. This allows the author to print up to 50 copies, free of charge, and disseminate them to colleagues. In many cases this facility will be available up to two weeks prior to publication. Or, alternatively, corresponding authors will receive the traditional 50 offprints. A copy of the journal will be sent by post to all corresponding authors after publication. Additional copies of the journal can be purchased at the author's preferential rate.

- **Time span of review:** Unclear

- **Review fee:** Unclear

- **Review:** Authors who have had their work accepted for publication by the editor can contact us to check on the status of their article or simply to ask questions by completing the form in <http://www.tandf.co.uk/journals>

- **Website:** <http://www.tandf.co.uk/journals/online/1025-3866.asp>

## Corporate Reputation Review

Corporate  
Reputation Review  
HENRY STEWART PUBLICATIONS

- **Introduction:** A good reputation enables us to command higher prices, wield greater influence over suppliers, avoid crises and attract better applicants in the job market. But, it is never been really possible to quantify the effect reputation

has on the bottom line, to identify and provide well-reasoned, defensible answers to questions about corporate reputation and reputational dynamics. Corporate Reputation Review is the answer, providing in-depth, cutting-edge articles, case studies and conceptual papers on recent developments, latest thinking and best practice in reputation management, and answer-