

Marketing Trends: Towards New Research Perspectives

Within the context of rapid environmental change, the Marketing Trends field provides an exceptional opportunity for researchers. The *Journal of Marketing Trends (JMT)* is positioned as the academic publication dedicated to research on Marketing Trends and to its support. The *JMT* is devoted to explore new ideas and models, and to identify new trends in marketing and in marketing methodologies. Seeking to provide a diversity of views, the *JMT* aims to encourage three research perspectives: multi-country approaches, advanced research methods and new topics and issues related to marketing.

The *Journal of Marketing Trends* intends to stimulate multi-country and cross-cultural work and to act as an international arena of scientific debate. The International Board of Editors and the local Editorial Boards (in eight countries), which share diverse research cultures and academic backgrounds, seek to support the cross-fertilisation of ideas and perspectives. In order to facilitate International exchanges and research on changes in marketing paradigms, The *JMT* created the Marketing Trends Radar Program. The Marketing Trends Radar Program is open to all researchers and focuses to identify the major new research trends in Marketing.

The *Journal of Marketing Trends* aims to publish a broad spectrum, from empirical research to conceptual articles. This is a major challenge as can be seen in the analysis conducted by Manjit S.Yadav (2010) among 1,048 articles: the proportion of conceptual articles declined in the *Journal of Marketing (JM)* from 26.1% between 1978 and 1982 to 6.7% between 2003 and 2007. Moreover in a content analysis of 1,195 articles published in three prominent marketing journals between 1993 and 2002, Dallas Hanson and Martin Grimmer (2007) found that 46.3% of articles used quantitative research while 24.8% employed qualitative methods.

Table 1:
The most discussed areas in selected literature
(according to Collesei, 2010, unpublished)

Topics	%
Branding	14.1
Retail & distribution	11.4
Consumer behaviour	11.0
Marketing research	10.2
Sales	8.6
Internet	7.8
Marketing strategy	7.5
Communication	7.5
Customer satisfaction	5.9
Product	5.5
Services	4.3
Others	6.2

The *Journal of Marketing Trends* intends to address a wide range of marketing topics dealing with the evolution of the marketing field, new trends in marketing and in marketing methodologies: Marketing Management (e.g. communications, brand management, electronic marketing, pricing, product decisions, retailing...), Consumer Behaviour, Special Marketing Applications (e.g. services, tourism, culture, healthcare...), and Marketing Research. An analysis of 250 articles from three major journals (Marketing Science, Journal of Marketing, European Journal of Marketing) published between 2007 and 2009 (see table 1) indentifies 12 key topics (Collesei, 2010). In all the topics, the editorial policy of the *Journal of Marketing Trends* will be to give priority to the conceptual and empirical applications which provide a new look to the marketing research community.

Each issue of the *Journal of Marketing Trends (JMT)* intends to be a vehicle which reflects both the richness of different countries and universities / business schools, and also a wide variety of marketing topics and of research methodologies.

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