

Marketing Trends: Novelty and Innovation in Research

Marketing is part of the applied research heritage within the social sciences. This research process is grounded in the interaction of theory and empiricism which results in generalised explanations - “empirical generalisations, of disparate types of phenomena which become the building blocks of marketing science”, (Bass and Wind, 1995)

However, as emphasized by Burgess and Steenkamp (2006), this research effort can become myopic and may lead to biased results when the research process is accomplished by replicating the analysis within very similar empirical settings -“.. examining empirical generalisations in different settings (mostly different countries) is necessary to arrive at cross-national laws of marketing.”

To support this research goal, the *Journal of Marketing Trends (JMT)* seeks to play a distinctive role based upon its unique position by combining the research efforts from leading marketing researchers and research groups across the world. The central idea is to implement a “Marketing Trend Radar System” which helps to identify and discuss relevant trends in marketing science as well as in marketing management. The *JMT* aims to stimulate scientific debate in this field.

The *Journal of Marketing Trends* intends to publish papers across the entire spectrum of marketing, which bring novelty to marketing theory and practice and innovation in marketing research methods.

We categorise innovative research in marketing and our assessment of papers as follows:

- Leading Novelty / Innovation (1): path breaking papers bringing major progress in marketing knowledge / theory; papers with breakthrough innovation in research methods.
- High Novelty / Innovation (2): 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 (3): rigorous papers that replicate models in different settings which can be used for further theoretical reviews or empirical generalisations; papers extending the validity of established research instruments.
- Low Novelty / Innovation (4): papers that replicate models rigorously and which contribute to increased confidence in the research methods used.

- Little Novelty / Innovation (5): 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 rigour; replications of similar empirical settings.

The *Journal of Marketing Trends* aims to address a broad spectrum of novelty and innovation within the marketing discipline. Papers in levels 1-3 are welcomed and level 4 papers may be considered if they are seen as potentially useful for the consolidation of existing knowledge. Level 5 papers are not encouraged.

Each issue of the *Journal of Marketing Trends (JMT)* intends to develop 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.

José Mugica, Jean-Claude Andreani, Umberto Collesei, Françoise Conchon, Chris Halliburton, Abraham Koshy, Paulo de Lencastre, Taihong Lu, Jean-Louis Moulins, Tiziano Vescovi, Klaus-Peter Wiedmann

References

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- S.M. Burgess, J.-B. Steenkamp, (2006) "Marketing renaissance: How research in emerging markets advances marketing science and practice" *International Journal of Research in Marketing*. 23, 337-356