

# JOURNAL OF MARKETING TRENDS

CALL FOR PAPER

The *Journal of Marketing Trends* is a **RANKED** publication.

## **TOPIC New Trends in Marketing**

The *Journal of Marketing Trends (JMT)* is published by the Marketing Trends Association (Paris – Venice Association). The *Journal of Marketing Trends* is positioned as an academic publication dedicated to research on the Marketing Trends and to supporting the development of research on the trends in the field of Marketing.

## **SUBMISSION DEADLINE**

See website

## **EDITORIAL OBJECTIVES**

The *Journal of Marketing Trends (JMT)* aims to:

1. Become an academic publication which recognises the work of researchers concerned with new trends and developments in marketing.
2. Encourage cross-disciplinary research on the major changes in marketing paradigms and new fields of original research in all aspects of marketing .
3. Develop cross-country and multi-cultural research of the requisite level of quality
4. Attract high quality authors from all continents who are developing knowledge on the major trends in Marketing.
5. Use the strength of the International Editorial Board to provide rapid support and feedback to reinforce the quality of the published work.

## **TYPES OF MANUSCRIPTS**

The *Journal of Marketing Trends (JMT)* is interested in publishing the following types of manuscripts derived from new perspective articles and advanced research in Marketing: (a) Empirical research that reports quantitative data, statistical tests and validity assessment information, (b) Exploratory research introducing qualitative data, verbatim and groundwork, (c) Theoretical research including conceptual articles, state of the art, meta-analyses, and critical essays.

## **SUBMISSION PROCESS**

**All manuscripts must be submitted by e-mail to Professor Andreani at : [info@team-imtc.com](mailto:info@team-imtc.com) .**

The papers can be **submitted in English, French, German, Italian or Spanish**: first manuscript in the country language or in English. Once the Country Reviewing Process is completed, the papers are translated into English (if necessary) and submitted to the International Reviewing Process in English only. The papers will be published in two languages: in English and in the country language, in respect of the tradition of the International Conference of Marketing Trends.

A QUARTERLY  
PUBLICATION OF THE  
INTERNATIONAL  
MARKETING TRENDS  
CONFERENCE

## SELECTION

All articles are evaluated through a double blind review process which is ensured: firstly by the Country Editorial Board (2 anonymous reviewers); secondly by the Board of Editors (Anonymous International Reviewing Process). The papers contain original material neither published nor presented elsewhere and respects research ethics guidelines. The selection will be made on the basis of the publication rules of the major marketing research reviews, while also seeking to preserve the diversity of the various points of view. The reviewers are all Marketing professors with high academic standards.

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