IJRM Call for Papers

Special Issue on:

Theory+Practice in Marketing (TPM)

IJRM is pleased to announce a special issue in collaboration with the 2022 TPM Conference (https://theorypractice.org/). While we warmly welcome conference participants to submit their research to the special issue, conference participation is <u>not</u> a prerequisite to submit. Consistent with the spirit of the TPM Conference, the special issue seeks research that bridges the gap between marketing academia and practice by tackling substantive marketing problems. The special issue is open to all methodological approaches, including experimental studies, qualitative research, and empirical modeling. Research should be focused on real-world applications, drawing on rigorous methodology to address substantive concerns. The special issue is also open to research that has the potential to inform regulation and public policy, so long as it relates to marketing phenomena. The EIC and co-editors of IJRM will begin accepting manuscript for the special issue in September 2022. Manuscripts must be received no later than January 31, 2023.

About IJRM

IJRM is the official journal of the European Marketing Academy. It "is now one of only five marketing journals that is a consensus "A" journal in most of the world" (Rust 2015, p. 123)[1] and "the top non-US based marketing journal" (Kannan 2018, p. 537)[2]. The journal has a healthy pipeline of papers and receives 800+ submissions per year. Importantly, IJRM is positioned as the supreme outlet for the most novel and innovative marketing papers. This means, at the edge, that IJRM is willing to take risk and publish potentially disruptive papers even if they are not perfect (actively acknowledging that there is no such thing as a "perfect paper").
Here is the mission statement of the incoming editor team:

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[1] https://www.sciencedirect.com/science/article/pii/S0167811615000543
[2] https://www.sciencedirect.com/science/article/pii/S0167811618300533

We strive to be authors' first choice for their most novel, innovative, controversial, nonconformist, or otherwise disruptive marketing papers. We thereby hope to provide a vibrant platform for the exchange of novel and important marketing knowledge.

IJRM is also known for being a very author-friendly outlet. This includes fast turnaround times, a constructive and developmental review approach, and the avoidance of endless rounds of ping-pong between author teams and reviewers. If the authors wholeheartedly invest their deeds *before* the initial submission *and* during the review process, we hope to be able to bring good papers out faster than elsewhere. Time-to-market is too often neglected as a key factor in making marketing research relevant.

This special issue will be managed in this spirit.

Submissions

Papers targeting the special issue should be submitted through the IJRM submission system (http://www.editorialmanager.com/ijrm) and will undergo a similar review process as regularly submitted papers.

Important: when submitting your paper, please select as Article Type "**SI: TPM2023**".

We start processing submissions in September 2022, with the final deadline for submissions being January 31, 2023. We strongly encourage authors to submit before the deadline. If all authors submit on the same date, the competition for competent and constructive reviewers will be naturally more intense.

All manuscripts must strictly follow the guidelines of the *International Journal of Research in Marketing* (see https://www.elsevier.com/journals/international-journal-of-research-in-marketing/0167-8116/guide-for-authors).

The pre-publication PDF of accepted papers will be made available online ASAP. The special issue is scheduled to be published in the second half of 2024.

IJRM Editor Team:
Martin Schreier (EIC), WU Vienna, Austria, martin.schreier@wu.ac.at
Renana Peres (Co-Editor), Hebrew University, Israel, renana.peres@mail.huji.ac.il
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Alina Sorescu (Co-Editor), Texas A&M, U.S., asorescu@mays.tamu.edu

IJRM Managing Editor:
Cecilia D Nalagon, cnalagon@ijrm.org