

Editorial: Thoughts on Marketing Management Journal

The Current Issue:

In the present issue, there are three regular submission manuscripts. These articles highlight the wide scope of topics that fall within the realm of Marketing Management. I want to highlight several key takeaways I gleaned from each of these articles.

The first article, “Sales Enablement and Hindrance Stressors’ Effects on Burnout, Turnover Intentions, and Sales Performance” by Westbrook and Peterson, explores sales enablement as a strategic initiative to create better workplaces, in order to reduce salesperson burnout and turnover intentions, as well as increase sales performance. The results show that sales enablement has a negative impact on hindrance stressors, burnout, and turnover intentions, while increasing sales producer performance. From an empirical standpoint, I find it interesting that burnout partially mediates the relationship between sales enablement and turnover intentions, but not sales performance. In addition, hindrance stressors only partially mediate the path between sales enablement and burnout, without direct influence on turnover intentions or performance. An important implication to sales managers is that when firms do not enable their salespeople and make effort to remove excessive hindrance-related stress, they risk that their productive salespeople will underperform and/or quit.

The next article is titled, “A Closer Look at Feedback, Self-Efficacy, and Intrinsic Motivation in the Sales Industry,” and is written by Smothers, Celuch, and Williams. In this study the authors analyze the relationship between feedback, self-efficacy, and intrinsic motivation in the sales industry. They find that outcome performance feedback moderates the effect of capability feedback on salesperson self-efficacy, while self-efficacy fully mediates the relationship between capability feedback and intrinsic motivation. From an academic perspective, **the mediated-moderation model proposed in this study empirically validates the collective impact of outcome and capability feedback on salesperson self-efficacy and intrinsic motivation. Further, it suggests that sales managers should not fear giving feedback to employees, but should use it as an opportunity to improve the performance of their salespeople.**

In the last article, “Advertising’s Monetary Contribution to Shareholder Value,” written by Beauchamp, Beauchamp, Hill and Hill, the authors take a closer look at the relationship between advertising expenditures and shareholder value. Specifically, they propose a model to calculate the exact dollar amount of shareholder value added by each additional investment in advertising. They also show that the monetary value shareholders attribute to advertising expenditures varies over time. I find this study intriguing, as it analyzes a marketing management topic of advertising expenditures from an investment in shareholder value perspective. In addition, from a managerial standpoint, this study offers marketing managers a quantitative measure when allocating and justifying advertising expenses.

New Member of the Editorial Review Board:

I am proud to announce a new member of the Editorial Review Board:

Prachi B. Gala, Elon University

As submissions continue to increase in number and quality, I will continue to add new members to the Editorial Review Board. As can be seen, new Editorial Review Board members have strong records of research accomplishment and are able to review multiple topics and methods. At the conclusion of this volume, the term for several members of the Editorial Review Board will conclude. I want to

thank these scholars for the contributions they have made to the Journal over their tenure as members of the Editorial Review Board.

Special Section Call for Papers:

Marketing during Uncertain Times: How do Disruptive Events affect Marketing Management?

As the entire world has felt, and continues to feel, the impact of COVID-19, the field of Marketing has been turned upside down. A shift from bricks-and-mortar shopping to predominantly online shopping has occurred for a number of consumers. This has a far-reaching impact on the supply-chain, as well as to customer relationship management processes and systems. Consumers are seeing delays in delivery of items, creating an excess burden on many CRM systems. Further, the traditional sales process has also changed. Salespeople are now making fewer face-to-face sales calls and the handshake might be something of the past. Demand for certain products are seeing rapid increases, while other products are seeing massive reductions in demand. This is creating major supply/demand issues across the supply chain, in addition to creating uncertainty within the marketplace.

Recognizing that we are in a new paradigm of marketing management, *Marketing Management Journal* will have a special section of the Journal designated for research on disruptive events. While COVID-19 is at the forefront of disruption across the world, research submissions examining other disruptive events are also encouraged.

Suggested topics could include:

- The impact of COVID-19 on the supply chain.
- The role of the CRM system in the COVID-19 crises.
- The role of technology during COVID-19.
- The role of technology in a post COVID-19 time.
- Changes in how customers interact with front-line employees, including the sales force.
- Changes to the sales process due to COVID-19.
- The best practices for bricks-and-mortar retailers to survive a disruptive event.

Special Section Review Process:

- Manuscripts should be submitted by August 31, 2021, for full consideration.
- *Marketing Management Journal* is a double-blind peer reviewed journal published by the Marketing Management Association.
- The Editor will review all manuscripts before entering them into the review process.
- At least two independent reviewers will provide feedback on a given manuscript.
- To facilitate timely publication, all manuscripts receiving an offer for revision will be due within 90 days.

Submission Deadline: August 31, 2021

Please see detailed submission guidelines located at: <http://www.mmaglobal.org/publications/mmj/>
Submit articles via email to MMJ@mmaglobal.org

Marketing Management Journal Editor

Questions about the special section should be directed to:
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MANUSCRIPT AND SUBMISSION GUIDELINES

MARKETING MANAGEMENT JOURNAL

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Scope and Mission

The mission of the *Marketing Management Journal* (MMJ) is to provide a forum for the sharing of the academic, theoretical, and practical research that may impact the development of the marketing management discipline. Manuscripts that focus upon empirical research, theory, methodology, and review of a broad range of marketing topics are strongly encouraged. Submissions are encouraged from both academic and practitioner communities.

Submission Guidelines

Manuscripts that do not conform to submission guidelines will not be distributed for review. Authors should submit manuscripts via email to mmj@mmaglobal.org. Each submission should consist of two files:

1. A file containing the cover page listing the manuscript title, each author's name, institution affiliation, mailing address, telephone number, and email address. If there are multiple authors, the editor will consider the author originating the manuscript submission the contact author unless otherwise noted.
2. A file containing the manuscript title, an abstract of no more than 150 words, keywords, and manuscript. Author identification or affiliation should not appear anywhere in this file.

Manuscripts should be submitted using 12-point Times Roman font and should not exceed 30 typewritten pages inclusive of body, tables and figures, and references. Margins must be one inch. Preparation of the manuscript should follow style guidelines in the most recent *Publication Manual of the American Psychological Association*, 6th edition. Tables and figures used in the manuscript should be included on a separate page and placed at the end of the manuscript. Authors should insert a location note within the body of the manuscript to identify appropriate placement. Tables and figures should be constructed in table mode of Microsoft Word.

The MMJ editorial board interprets the submission of a manuscript as a commitment to publish in MMJ. Editorial policy prohibits publication of a manuscript that has already been published in whole or in substantial part by another journal. Each manuscript is first assessed by the editor to determine its potential for successful completion of the review process. A manuscript that goes beyond the initial review goes through a double-blind review conducted by members of MMJ's review board. Feedback from reviewers and the editor team's evaluation are used to make a decision on whether a manuscript will be accepted for publication in MMJ.

In order for an accepted paper to be published in MMJ, authors must authorize copyright protection for MMJ prior to manuscript being published. Manuscripts accepted become the copyright of MMJ.

The editorial board reserves the right for stylistic editing of manuscripts accepted for publication in MMJ. Where major stylistic editing becomes necessary, a copy of the accepted manuscript will be provided to the author(s) for final review before publication.

Publication Information

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