



Scope of the Journal

The scope encompasses but is not limited to the following:

- Consumer behavior and decision-making processes.
- Strategic marketing management and planning.
- Marketing innovations and technology adoption.
- Professional sales in business-to-business environments.
- Global and cross-cultural marketing practices.
- Ethics, sustainability, and corporate social responsibility in marketing.
- Marketing in underserved or vulnerable populations and emerging markets.
- Digital, social media, and data-driven marketing strategies.

The journal accepts qualitative and quantitative studies, systematic reviews, and meta-analyses. Submissions should offer meaningful implications for academics, practitioners, and policymakers while adhering to high standards of rigor and originality.

The journal is open to receiving conceptual contributions if they meet the following criteria:

- (1) deal with a topic likely to interest a general marketing audience,
- (2) survey a substantial range of literature (over 100 articles and books),
- (3) covers at least ten years of scholarship,
- (4) provide evidence of critical thinking and reflection (i.e., do not simply group and summarize the literature), including directions for future research and unexplored areas; and
- (5) provide expert analysis as appropriate.

The journal seeks to serve an international audience of marketing scholars, practitioners, and policymakers. It encourages submissions from diverse geographic regions and fosters a multicultural scholarly dialogue. The editorial board comprises experts from leading institutions worldwide, and the journal actively promotes geographic and disciplinary diversity in its published work.