

Editorial: New Path for the Asia Marketing Journal

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It is our pleasure to write this editorial together as co-editors of the Asia Marketing Journal (AMJ). First, we would like to thank the outgoing editor, Dr. Sungho Lee, for his dedicated contribution in transforming the AMJ to more globalized journal. We are particularly grateful for the invaluable devotion of former members of editorial review board and many reviewers. Without their significant contributions, we would not have made this far.

Now, we are at a turbulent period. The digital transformation and the pandemic by COVID-19 have brought tremendous changes to the global economy, which have had a great impact on the marketing environment. In addition, Asian market is no exception. New customer segment such as Gen Z emerges most powerful forces in the marketplace. Marketing technologies (e.g., robotics, metaverse, and artificial intelligence) have brought new challenges and opportunities (Lee & Song

2019). New business models such as sharing economy, gig economy, and platform businesses emerge and break down industrial boundaries as well as national borders. Academics, practitioners, and stakeholders have strong desires to increase their understanding of the theories, concepts, and practices associated with these new challenges. The goal of the AMJ is to satisfy these needs.

I. New Mission and Objectives

We have a new mission for the AMJ. Our mission is devoted to advancing practices, research, and theories of marketing in Asia and around the world. As a flagship journal of the Korean Marketing Association (KMA), the AMJ is a leading primary source of information about excellent practices and new

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thoughts of marketing in Asia. Our objective is to serve academia, practitioners, policy makers, and other stakeholders around the world by identifying issues associated with rapidly changing and growing Asian market, developing knowledge about real-world marketing problems, and bridging the gap between theory and practice. We want to continuously publish articles that have rigor and relevance.

II. New Editorial Review Board

To achieve our mission and objectives, new editorial review board was constituted as of April 1, 2021. The new editorial review board is much larger in scale as well as more diverse and more globalized. The new editorial review board consists of 49 members from 10 different countries including Australia, China, France, India, Japan, Korea, Singapore, Taiwan, Thailand, and Unites States. Their expertise includes Consumer Behavior, Marketing Strategy, Marketing Modeling/Marketing Analytics, Advertising, New Media, Services Marketing, and more. In particular, we are pleased to welcome three associate editors: Dr. Hwan Chung (Marketing Modeling), Dr. Molan Kim (Marketing Strategy), and Dr. Jaewon Yoo (Consumer Behavior and Services Marketing).

III. Scope

We will continue to welcome articles in areas reflecting major trends in the business environment and practices of Asian market. We publish case studies as well as high-quality original research presenting conceptual models, theories, methodologies, empirical results, and applications on any aspect of marketing. We are open to diverse methodologies (i.e., qualitative, quantitative, and mixed), but manuscript should have conceptual rigor and potential to impact marketing theories and practices.

IV. The Review Process

The AMJ is committed to providing authors with constructive reviews and with a quick decision (either revise or reject). Authors will receive the reviews of first round in 21 days. We will make a final decision on papers after the second round review. Editorial office will work hard to ensure manuscript turnaround in fewer than 50 days. Authors will be asked to revise and resubmit their papers going to the second round within two weeks.

We introduced “Fast Track” to expedite the review process and disseminate research as soon as possible. The fast track process guarantees an editorial decision within 14 days. We believe

that the AMJ is the most appropriate outlet in case that authors need urgent but prestigious publication.

V. Other Plans

- 1) The AMJ is planning to adopt a global online submission and review system soon. With the new system, we expect more awareness, visibility, and better citation scores, which will help the AMJ become indexed in Scopus and SSCI in near future. In addition, publishing through a famous global publisher helps our authors to acquire solid global impacts and presence.
- 2) To enhance awareness and visibility of the AMJ, quarterly newsletter will be issued and distributed to the KMA members as well as international scholars, practitioners, and other stakeholders. The newsletter will include “Call for Papers” announcements, the table of contents of the recent AMJ issue, and executive summaries of articles in the issue targeting practitioners.
- 3) We will promote special issues on important topics in Asian market that give implications to both academics and practitioner

communities. The call for papers for special issue will be announced in near future. In the meantime, we always welcome your proposals for special issue.

In conclusion, we have new mission of the AMJ being an influential journal with high academic rigor and managerial relevance in the field of marketing in Asia. The AMJ will serve as a catalyst for identifying issues and developing knowledge associated with the emerging marketing topics in Asia. To fulfill the mission and goals, we initiate several plans, including new editorial review board, prompt review process, and other promotional efforts enhancing awareness and citation of the AMJ. We look forward to working with authors, reviewers, readers, and stakeholders to our new path to craft the AMJ. We appreciate your continued support toward the AMJ.

Reference

- Lee Jong-Ho and Song Ji Hee (2019), Editorial: recent trends in advertising and required research in emerging markets—an Asian perspective, *International Journal of Advertising*, 38(4), 507-510.