

Editorial: Asia Marketing Journal Makes Outstanding Achievements in 2021

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As my first year as editor-in-chief comes to a close, I am pleased to report that AMJ had made significant progress since April 2021, when I started my editorship. Looking forward, I am confident that AMJ will continue on its journey of being a premier journal with high academic rigor and managerial relevance in the field of marketing in Asia.

1. New systems

One of our first strides was adopting a global publishing and submission system. First, we adopted Digital Commons, an Elsevier journal publishing platform. The past 591 AMJ articles were all successfully migrated to the new site operated by Digital Commons (<https://amj.kma.re.kr/journal>). From the October 2021 issue onward, AMJ articles have been published on the new site. We believe that the collaboration with Elsevier will enhance the global impact and visibility of AMJ articles. For example, between September 2021 and March 2022, AMJ articles were downloaded 3,968 times by readers from 74 countries. Second, since August 2021, we have offered a new submission system, Editorial Manager, that major global scholarly journals have also adopted as their submission and peer-review management system. We have successfully registered 386 authors and reviewers in the AMJ database in Editorial Manager. We expect Editorial Manager to help global authors easily submit their papers, track their status, and become more involved in their review process.

2. AMJ in DOAJ index

As another prominent achievement, AMJ is now included in the Directory of Open Access Journal (DOAJ), a global open access service that has a

reputation for high-quality standards in open access. The editorial team has devoted considerable effort to meet the essential criteria for AMJ's inclusion in DOAJ since the beginning of my term, when we adopted an open-access policy. Being indexed in DOAJ means that AMJ will be globally accepted as having the best practices and standards in open access. Soon, we will provide AMJ's meta-data to DOAJ, which means that anyone can easily collect and use the articles and incorporate them into search engines (e.g., Google). In turn, the traffic to the AMJ website will increase, and the content of AMJ will receive greater exposure and visibility.

3. Other progress

AMJ has made progress in other areas as well. First, AMJ expended effort to ensure timely reviews. The average first-round turnaround time for manuscripts submitted between April 2021 and March 2022 was 30 days. The turnaround time was six days for manuscripts submitted to the fast-track option during this time. AMJ will continue to strive to provide quick and constructive reviews to authors. Second, we have introduced the fast-track option for authors who desire more immediate publication. Of the 16 articles published in 2021, 5 were processed through the fast-track option. In addition, AMJ offers the option of publishing various article types, including regular papers, research notes, and case studies. Third, to raise awareness of AMJ, we have sent out eight emails to Korean Marketing Association members and international stakeholders. The emails included (1) four Tables of Contents, (2) one Call for Papers, and (3) three general newsletters. Moreover, the AMJ TOC is available through ELMAR, a digital digest of academic news and activities by the American Marketing Association.

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4. The editorial board

I first want to thank the outgoing co-editor, Moon Young Kang, for her dedicated contribution to helping develop the reputation of AMJ. AMJ's three associate editors and editorial review board members have done a fabulous job working to enhance the prestige of the journal and ensuring the quality of reviews. Furthermore, I am indebted to the ad hoc reviewers for their timely and constructive reviews.

5. Going forward

I hope to build on AMJ's reputation by continuing to solicit and publish cutting-edge articles in the scope of marketing in Asia. I invite all those conducting research in various areas, including marketing analytics, communications, consumer behavior, digital marketing, and innovation, to submit their manuscripts to AMJ. AMJ will continue to be open to all types of publications (e.g., regular papers, case studies, research notes) and all methodologies (i.e., qualitative, quantitative, and mixed).

I will continue to work, with the help of the Digital Commons team at Elsevier, on getting AMJ included in primary indices such as Scopus and Social Sciences Citation Index.

The AMJ is in the process of organizing a special issue session at the International Conference of Asian Marketing Associations to be held in Jeju Island, South Korea, in October 2022. The papers presented at the session will be considered candidates for publication in the special issue, which is expected to be published in January 2023. We hope the special issue on “Sustainability, Ethics, and ESG Marketing for the New Decade,” edited by Molan Kim at Ulsan National Institute of Science and Technology, will attract many manuscripts from across the world.

In conclusion, I, along with my review team, have made great efforts in enhancing AMJ's global reputation for high-quality research. We look forward to another great year of working with our excellent authors, reviewers, and readers. AMJ invites all those carrying out research in marketing in Asia to submit their valuable work to AMJ.