

# Editorial: Together with the Asia Marketing Journal

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## 1. A new beginning as a SCOPUS journal

In the year 2023, the Asia Marketing Journal (AMJ) achieved a significant milestone by being recognized as one of the SCOPUS journals, owing to the persistent efforts of its previous editor Dr. Ji Hee Song and the extensive support from the Korean Marketing Association (KMA). Since its inception in December 1998 as the Korean Marketing Journal, AMJ has undergone several transformations, including its current name and the receiving of only English-written papers for submission in 2012. Over the past 24 years, AMJ has established itself as a prominent global journal with both academic and managerial impacts with marketing researchers, educators, practitioners, and other stakeholders. The journal has published over 552 articles through 91 issues on 11,914 printed pages. Not only proven by these impressive metrics, the leadership of AMJ has truly promoted the quality of research in the field of marketing. We greatly appreciate AMJ's past editors for their tireless efforts to advance AMJ to today's status. To continue this tradition, the current editorial team aims to take AMJ to greater heights by applying for the SSCI journal within the next few years. The application for SSCI has already been submitted by the previous editor, Dr. Ji Hee Song, and is currently under review. We are looking forward to hearing the result soon. To successfully accomplish this goal as well as maintain AMJ's leading position as a flagship journal of KMA, we will focus on the following three guiding principles.

## 2. More timely and constructive reviews, higher quality research

We encourage marketing researchers to consider our journal as their first outlet. Especially for those

who are more junior and less experienced researchers, we will try our best to interact with them through constructive feedback, which may enable them to enhance the quality of their work. In so doing, we expect that both AMJ and authors will grow together. Our review process is designed to provide specific, actionable feedback that is conducive to motivating research, rather than simply offering negative criticisms that may discourage authors. These changes will improve our review process and enable authors to experience the review process as a beneficial journey to publication.

In addition, for our regular track, we promise a quick turnaround – authors will get the first review within two weeks and the later rounds will be progressed in a timely manner. Furthermore, we have “Fast Track”, which guarantees the entire process, from an initial submission to a final decision, to be made within fourteen days. Given that AMJ's important mission is disseminating managerial knowledge that could capture scholars, educators, practitioners, and other relevant stakeholders, this timely turnaround will facilitate most advanced knowledge having enough influence in society.

To achieve these objectives, we have expanded our editorial review board to include 62 members from 11 countries, including 10 area editors (AEs). We are also actively seeking to add more members to our board to further diversify our perspectives and provide a more thought-provoking and enjoyable review experience. We cordially welcome any scholars to contact us if interested in joining our team.

## 3. More diverse topics, deeper insights

AMJ aims to broaden its scope beyond being a premier journal in the field of marketing. The journal

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seeks to attract scholars from various related disciplines, in line with the contemporary trends of convergence and diversity. Interdisciplinary collaborations can lead to more innovative and insightful research, thereby enhancing AMJ's appeal to a wider audience. To achieve this objective, AMJ has expanded its editorial board by appointing new AEs specializing in diverse fields such as big data analytics, information systems, communications, fashion marketing, consumer science, etc. The appointment of these AEs is expected to encourage researchers to engage in convergence research, which can lead to a deeper understanding of various fields.

#### **4. Rejuvenating research community**

AMJ aims to expand its reach beyond South Korea. Through the International Conference of Asian Marketing Association (ICAMA), AMJ has continued to develop relationships with researchers from different nations. In 2022, the fifth ICAMA was successfully held with more than one hundred researchers in attendance from around the world. While AMJ has made concerted efforts to invite authors from various countries, the fact that the majority of authors were still Korean scholars may limit the journal's exposure and impact on a global scale. In fact, since many Korean educational organizations have encouraged researchers to publish in the SCOPUS- or SSCI-level journals, AMJ has been losing its popularity compared to the past. As a result, active research

communities based on AMJ have been relatively passive. We believe that now is the best time to rejuvenate the community.

AMJ is now a SCOPUS-listed journal, making it an opportune time to rekindle the relationships between AMJ and researchers. As a starting point, we will actively collaborate with KMA by holding more research-oriented conferences. In the upcoming Spring KMA conference, you will see a special session for AMJ. More information on our initiative will be available on the AMJ website later. Through these efforts, we hope to increase AMJ's visibility and popularity, leading to more submissions from scholars worldwide.

#### **5. Conclusion**

We, as the new editorial team of AMJ, express our gratitude for the privilege of serving in this role for the next two years. In addition to the three primary objectives, we are receptive to any suggestions or recommendations aimed at improving the status of AMJ as a number one outlet for research. With your participation, we aspire to enhance the quality of AMJ and make meaningful contributions to the global marketing academia.

#### **Conflict of interest**

There is no conflict of interest.