

Journal of Marketing

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Article types

- Research Article
- Special Issue Article

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The *Journal of Marketing* publishes a broad range of articles that vary markedly in their objectives, approach, nature of contribution to the field, and target audience. While there are many different types of articles, the two main types published by the journal are conceptual articles and empirical articles, as described next. The *Journal of Marketing* is open to other types of research as well, as long as they offer theoretical and empirical contributions into important marketing questions.

Conceptual articles:

These types of articles make their contributions through theoretical arguments that introduce new topics, new constructs, new relationships, new theories, and even new paradigms for the field. While they may be informed by empirical observations in the real-world, data are not used to test the ideas. These conceptual articles may have various objectives, such as:

- To provide critical syntheses, reviews, and research agendas designed to alter the nature and extend the scope of the marketing discipline.
- To critically reexamine existing concepts and theories in marketing with new perspectives and ideas that extend the literature and practice in important ways.
- To advance new concepts, relationships, and topics for the field.
- To offer new, integrative, and/or challenging viewpoints on facets of marketing as observed in the real world or as studied in the marketing discipline.

Conceptual articles may take the form of a new and testable theory, a new conceptual framework to capture the elements of a (new) marketing phenomenon, and/or a set of specific areas worthy of new scholarly research. Some conceptual articles integrate concepts from allied disciplines such as economics, strategic management, finance, accounting, organizational behavior, sociology, psychology, and anthropology into marketing. Others develop “home-grown” ([Rust 2006](#)), or “organic” ([Kohli 2009](#)) theories specific to the marketing discipline. All types of conceptual articles are welcome at *JM*.

By offering compelling new perspectives, these conceptual articles go beyond a literature review. While conceptual articles do not analyze empirical data, they are often driven by insightful observations of marketing in the real world. The key criterion for a conceptual article to be publishable in *JM* is that it should be able to lead marketing in new directions by challenging conventional thinking.

Empirical articles

Empirical articles use organized observations about marketing-relevant data of any type to offer important insights to the marketing discipline. Given *JM*'s big tent stance, these data can range from primary data including interview and observational data, experiments, field studies, and surveys to secondary data of customers, competitors, firms, or any entity engaged with marketing. These types of articles may take many different forms:

- Constructs are defined and hypotheses are offered that structure the relationships between variables in the paper. Data are collected, organized, and used to test these predictions.
- An important research area or substantive issue in marketing is described and research questions are raised without specific predictions being offered. Data are collected, organized, and used to offer insights into these questions.
- A new metric, model, or scale is developed that offers important marketing insights. It is important to show the advantages of these tools for the marketing literature and/or practice.
- A systematic review or meta-analysis of published findings in the marketing literature offers insights into important conditions under which findings for an important topic do or do not hold.
- A discovery-oriented approach uses data from multiple case studies to develop new theories for marketing.

Empirical articles should develop generalizable insights that have implications for consumers, firms, organizations, industries, sectors, or countries, although in-depth investigations of substantively important subdomains or cases are also welcome. When research focuses on a particular organization as the basis for fieldwork or depth interviews, authors should seek a broader set of ideas and implications that have the ability to generalize beyond the focal organization.

Like any other article published in *JM*, consumer research articles need to offer a strong substantive treatment of this topic. Specifically, the key marketing question addressed in the paper should be one that examines individuals or organizations involved in the acquisition, consumption, or disposition of products, services, or experiences. Additionally, any dependent measures used in lab studies need to be durable enough to hold up under less controlled conditions to increase the generalizability of the research. To do so, these measures should capture participants' reactions to marketing-relevant stimuli such as real behaviors (e.g., a consequential

choice such as the investment of time, money, and/or effort, actual word of mouth), real emotions, or other real-world reactions that have important downstream marketing consequences.

The key threshold for an empirical article to be published in *JM* is that it should offer compelling new insights into substantively important marketing questions.

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