

## Marketing Theory

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The journal publishes theory papers and speculative essays, review articles and theoretically grounded methodology and empirical articles. Thematic symposia (typically comprising 3 or 4 papers) on a particular theme will be published from time to time.

Articles should be written in English and should not have been published nor be currently under review elsewhere. **Marketing Theory** will consider papers that have been published elsewhere in languages other than English, if they are submitted with an accompanying English translation.

Full papers should be 8000 words in length (including references) with shorter 'think pieces' of between 2,000 and 3,000 words.

In the tradition of the journal a 'think piece' should offer an alternative critical viewpoint on an existing debate. It might also introduce a new perspective on how we might theorise marketplace activity (perhaps from a different discipline) with the aim of generating further conversation and debate.

Abstract: All papers require an abstract of 100-150 words and five to eight keywords. Abstracts should be typed double-spaced on a separate sheet at the beginning of the manuscript.

Please note that although we accept review papers, we are not interested in systematic or integrative reviews that mainly synthesise prior insights and offer suggestions for future research. Reviews submitted in *Marketing Theory* need to be more explicitly theoretically grounded by either using prior research as a means to developing new theory or problematising existing theory. For a difference between integrative and more theory-focused or problematising reviews see e.g. : Alvesson, Mats, and Jörgen Sandberg. "The problematizing review: A counterpoint to Elsbach and Van Knippenberg's argument for integrative reviews." *Journal of Management Studies* (2020).

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- Appraise a contemporary book, including research monographs, novels, political pamphlets, methodological protocol from any discipline or background.
- Compare and contrast more than one text on the same issue from any discipline or background.

- Provide an exposition of a classic and foundational text from any discipline or background for a marketing theory audience.

Contributions to the section will be reviewed by the Book Review Editor and, where appropriate, members of the Editorial Board. Contributions should be roughly 1,500-3,000 words.

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For clinical trials, the trial registry name and URL, and registration number must be included at the end of the abstract.

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